



Case study: Financial Services

M&G

Blueprint for wider audience reach, multiple languages and micro sites

M&G is the oldest and one of the largest retail fund managers in the UK, managing investments for more than 500,000 clients in the UK and Europe. It has a strong track record of solid performance across a diverse range of funds and is committed to increasing the real value of its customers' wealth through active investment management.

Challenges: consolidated platform

Towards the end of 2003, M&G initiated an agency review for its Web development work. In the meantime, the M&G UK and international marketing departments merged, leading to the requirement for a consolidated Web site to serve these markets as well.

It was the opportune moment to revise M&G's online requirements.

M&G's selected SDL Tridion partner, Investis as their new Web agency as they had a wealth of experience in designing, building and hosting corporate and investor Web sites.

They currently have more than 400 listed clients

across Europe, including more than 50 percent of the FTSE 100. Investis support a number of Content Management Solutions (CMS) and recommended SDL Tridion because they felt it was ideally suited to meet M&G's needs.

"Our goal was to establish an eCommerce structure that is fully scalable and can deliver both current and future requirements across the business."

Dan Byfield,
Ecommerce Infrastructure Manager at M&G

Benefits: multilingual Web sites

SDL Tridion R5 was selected as it offered the flexibility and functionality which M&G required at an affordable price. R5's unique BluePrinting technology, which builds relationships between content and sites, was particularly attractive as it was considered to be ideal for providing multilingual versions of the same site or for building campaign micro sites.

Investis was responsible for building the new Web site for M&G and getting it to a stage where M&G was able to populate the sites with content themselves.

The M&G global home page is the entry point to nine sites; visitors can choose which is relevant to their location or to their profile. M&G provides a dedicated site for UK residents to gather information, invest and manage their M&G investments online; one for UK Financial Advisers; another where eligible charities can gather information on M&G's range of charity funds; and four different European sites, one for Italy (in Italian) then sites, in both English and German, for Germany, Austria and Luxembourg.

These last three are BluePrinted, and have a 'parent' site which has common content (that is then BluePrinted to the 'child' European sites. The templates across all the sites are the same even though the content may differ. The same look and feel applies to each Web site but the colourways are different.

Proof: fast creation of microsites

As Dan Byfield, Ecommerce Infrastructure Manager at M&G, says: "It's important that we can quickly create microsites for marketing campaigns by reusing content from our other sites and SDL Tridion's BluePrinting makes this fast and simple to do."

There are eight members of the Ecommerce team, four of whom regularly use R5 to populate the sites with fresh content. Their time is equally split between adding marketing material, updating literature and fund information and creating campaign specific micro sites.

In addition, Investis provides ongoing service and maintenance which gives M&G the support whenever it is required. "Our goal was to establish an eCommerce structure that is fully scalable and can deliver both current and future requirements across the business," Byfield adds. "We have done this and implemented the SDL Tridion CMS and a suite of templates which are easily administered and support multiple sites.

Furthermore we have now created sites that express the core proposition that differentiates M&G in the marketplace and offers an appealing online experience on the brand, product and service to our target audiences."

Next developments include creating a suite of Prudential M&G Institutional Web sites as well as Discretionary and Offshore sites.

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