



gateB

Cost and efficiency optimization through new marketing portal

Zurich Insurance Group (Zurich) is a leading multi-line insurer that serves its customers in both global and local markets. With 53,000+ employees, it provides a wide range of property and casualty and life insurance products and services in more than 210 countries and territories. Zurich's customers include individuals, small businesses, and mid and large-sized companies, as well as multinational corporations.

Zurich employees are in daily contact with customers on site: In Switzerland, 57 general agencies provide personal customer service.

The objective: to increase efficiency in operational marketing

During an evaluation of the existing system infrastructure, Zurich Switzerland set itself the goal of making the processes and systems for operational marketing more efficient. All marketing material is to be managed on a central platform instead of six different platforms, simplifying processes and significantly reducing costs.

The road to success: rapid implementation of the new software solution

In just three months, a new marketing portal with media asset management, web-to-print, and marketing shop was launched, based on BrandMaker.

gateB has worked with Zurich to transform the benefits of digitization into added value for individuals and the company as a whole: the new marketing portal achieved a top position at Zurich Switzerland in terms of efficiency gains and cost savings.

The result: saving time, higher quality and lower costs.

The new marketing portal provides the employees of Zurich Switzerland as well as its agencies with all relevant marketing materials, from printed advertising to event and merchandising material, PR articles and CI specifications. The assets can be managed internally quickly and easily, and print advertising material or e-cards can be rapidly customized and automatically created in conformity with the corporate identity. In addition, the print-on-demand function significantly reduced the storage and printing costs of standard print advertising media.



The marketing portal can be accessed from anywhere and at any time.

- All advertising materials and templates can be easily found in a central portal
- Cost reduction through independent creation of advertising materials, while CI/CD consistency is granted automatically
- Integrated media creation with web-to-print and media pool options
- Integrated marketing shop to order printed material, adapted templates, merchandising and event articles
- Optimization of processes and savings in warehouse and external agency costs