

Unlocking the digital future of insurance

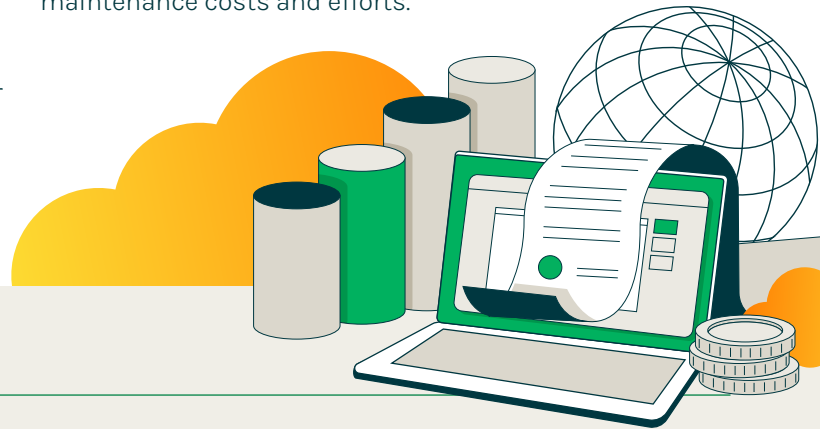
Our client, one of the largest US insurance companies and a Fortune 500 member, has built strong customer loyalty over two centuries by continuously evolving.

Today, digital channels are key for delivering exceptional customer experiences, from personalized product information and quotes to outstanding claims service.

With over 30 websites and more than 120,000 assets, the company has invested heavily to build a complete range of services and tools for its clients and partners online.

However, their monolithic CMS was costly and limited their ability to innovate as the market evolved.

To address this, the company's board prioritized modernizing their digital approach by replacing its legacy CMS and migrating to a best-of-breed, cloud-hosted ecosystem. The goal for the new DXP platform was to deliver flexibility, scalability, and performance, allowing the company to adapt to market trends and integrate new technologies while reducing maintenance costs and efforts.



the project goals

1. Improved User Experience

Enhanced interfaces for internal teams and customers now provide convenient, highly personalized content, leading to increased customer engagement and satisfaction.

2. Improved Integration

The adoption of a best-of-breed, cloud-based ecosystem seamlessly integrates with the company's systems, supporting specialized tools for analytics, marketing automation, and customer relationship management.

3. Cost Efficiency

Lower operational costs by reducing reliance on on-premises infrastructure and maintenance. The company moves away from legacy licensing models, paying only for features that deliver business value.

4. Faster Time to Market

A user-friendly interface with modular content techniques enables faster updates and feature rollouts, keeping content fresh and relevant. The platform's simplicity shortens the learning curve, allowing teams to quickly adapt while being easier to navigate than the previous system.

5. Long-Term Confidence

A future-proof platform designed to support ongoing improvements, such as enhanced user experiences, seamless integrations, and personalization, ensuring the company stays competitive in an evolving digital landscape.

the *solution*: Discovering Magnolia DXP

The web teams deeply evaluated several DXP and CMS vendors [highly rated by Gartner](#), and Magnolia emerged as the best fit for the company's goals:

Composable Architecture

Magnolia is designed for a best-of-breed ecosystem, which makes it very easy to integrate with the company's existing systems to create seamless, end-to-end digital experiences. It provides internal development teams with flexible, powerful customization options, while the PaaS (Platform-as-a-Service) model greatly reduces the need for in-house management and maintenance.

Authoring Capabilities

Magnolia DXP empowers content authors to easily create and manage visually rich pages and templates, combining traditional and headless content approaches. It offers the flexibility needed to manage more than 30 different websites while providing a single, integrated platform to keep everything manageable for the web team at the scale the company requires.

Cost-Effective

As well as the strongest feature set, Magnolia also provided the best ROI of all the platforms evaluated. With its DX Cloud PaaS deployment, it requires fewer internal and external resources for implementation and ongoing management, making it more cost-effective compared to other solutions.

Seamless migration to Magnolia DXP with TBSCG

Enterprise-scale DXP migrations are complex projects with significant risks if not managed properly. That's why the customer decided to partner with The Banyan Solutions Consulting Group (TBSCG). TBSCG's status as a Magnolia Gold Partner, combined with over 20 years of experience migrating critical business applications to the cloud, gave them the expertise and experience to ensure that the transition was successfully delivered on schedule.

The project began with a comprehensive discovery phase to identify user needs, content types, and workflows. This step was crucial in ensuring that the new system and infrastructure aligned perfectly with the organization's goals. Throughout the process, TBSCG worked closely with the customer's technical teams to design the target architecture and establish a multi-wave implementation roadmap that allowed for phased rollouts. The wave-based approach, applied across 17 traditional sites and

17 headless content repositories, ensured a smooth transition with zero downtime for end users.

With the insurance company, TBSCG defined and applied a set of best practices to ensure consistency across a huge range of sites. This approach improved content quality, enhanced user experience, and prevented technical debt. TBSCG provided a comprehensive training program for the client's content management and technical teams, enabling the staff to efficiently operate the new platform from day one.

After implementation, TBSCG continued to offer support, allowing the customer to fine-tune the system as needed. The result was a highly successful migration completed in under a year, with no impact on customer access or internal site users.

the *result*

Streamlining Content Creation at Scale

Magnolia offers a more intuitive and user-friendly interface than the previous solution, enabling web teams to accelerate content creation and management workflows. With Magnolia DXP functioning as a headless CMS, teams can now use a single content source to deliver content across multiple websites in various formats, saving significant time and effort. These efficiency improvements are critical when managing a large volume of assets and pages.

Building End-to-End, Personalized Experiences

The insurance company leveraged the composability of Magnolia to quickly implement audience-based content personalization, enabling web teams to deliver highly tailored user experiences.

This was achieved by personalizing website content based on user navigation, displaying relevant products intuitively, and providing customized product content in the customer portal based on segmentation and data.

The creation of an API Framework enabled the integration with other systems (policy administration, CRM), allowing the company to create seamless, end-to-end customer journeys.

Cutting Costs and Seamless Migration from Legacy Systems

By moving to the modern Magnolia DX Cloud platform on AWS, the customer's web teams can focus more on delivering business value and less on managing and maintaining an outdated system. The web teams no longer need to dedicate extensive time to patching an on-premises platform.

The migration to Magnolia DX Cloud also helped the company cut costs by avoiding the high expense of a legacy on-premises system and inefficient license models. They anticipate significant reductions in operational costs and ongoing maintenance.

Continued training and support

The insurance company's teams accessed Magnolia Academy for platform training and received tailored support from TBSCG, ensuring a smooth onboarding process for new users. This empowered them to confidently and quickly deploy changes and publish new content for their customers.

Moving forward with Magnolia

With Magnolia DX Cloud in place, the insurance company has a modern, stable, and scalable platform that is truly composable. This new system efficiently supports its digital channels and is built to adapt to future needs. Web teams can now easily create stronger, personalized, end-to-end experiences for both new and existing customers, providing the company with a significant advantage in a highly competitive market.

Curious to *get started?*

[Book an insurance demo today](#)

 magnolia

Want to *discover more?*

[Visit TBSCG](#)

 tbSCG

