

# ABN AMRO Engineers Collaborative Web Model with Interwoven

Interwoven<sup>®</sup> TeamSite<sup>®</sup> software enables Amsterdam-based banking leader to launch their maxtrad Web initiative in 100 days, launch new brand and provide support for consensus-driven business model.

## Challenges

- Bring international trade Web site online in 100 days
- Lay the foundation for personalized customer interactions
- Maintain integrity of “soft” neutral brand

## Solution

- Interwoven’s enterprise-class Web content management product suite—TeamSite, OpenDeploy<sup>®</sup>, and TeamSite Templating

## Benefits

- Template-based development environment compresses time-to-Web
- Relevant subject-matter personnel can contribute to site
- Standards-based architecture provides the opportunity to integrate with any application vendor
- Assets used to convey the new maxtrad look and feel can easily be reused and branched to new sites
- TeamSite’s scalability guarantees the ability to expand with new sites and interactive content

As one of Europe’s leading financial institutions, ABN AMRO maintains a presence in 76 countries and territories. Through its global network, ABN AMRO provides commercial and investment banking products to its international base of corporate and private customers.

Recently, the Netherlands-based bank launched its new maxtrad Web site ([www.maxtrad.com](http://www.maxtrad.com)), targeted at serving the international trade needs of small- to mid-sized businesses. Developed in partnership with The Economist Intelligence Unit, Reuters, and the International Chamber of Commerce, the site offers member companies a full information resource for international trade. maxtrad enables members to evaluate trends and conditions in foreign markets and industries, minimize the risks associated with international commerce, and efficiently execute shipments and documentation.

With maxtrad, ABN AMRO seeks to capitalize on the need for business-critical international trade information by leveraging its in-house expertise. To take advantage of this window of opportunity, it was imperative that ABN AMRO compress the time needed to deploy its new site. Thanks to a Web content management solution based on Interwoven TeamSite, the bank was able to bring the maxtrad site online in 100 days, combining both static and dynamic content. In addition, TeamSite provided an ideal environment for collaboration and decision-making among the European Web team-members.

## An Urgent Web Mandate

Realizing the urgency and importance of putting a robust content management solution in place, ABN AMRO sought the advice of Web consultants from KPMG. After a review of many content management vendors, it was clear that TeamSite met all of the bank’s selection criteria. Key among them was TeamSite’s proven track record of being able to integrate with other best-of-breed delivery applications.

“We had KPMG helping to supplement some of the bank knowledge, so we could get the site up and running even faster,” says Mhoire McGrath-Cade, Vice President of Interactive Delivery Channels at ABN AMRO. “Personalization would become significant component as we went forward. Since TeamSite is compatible with industry and market standards, the product gives us the flexibility to work with vendors like BroadVision in the future if we so choose.”

Another often-overlooked mandate was that the chosen vendor be able to provide personnel with the required domain expertise. It is this domain expertise that usually determines whether a project is a success, or stalls in mid-implementation.

“Our choice was also based on who could deliver for us, from a resource perspective, and how fast,” McGrath-Cade says. “We really challenged Interwoven to provide capable resources in Europe, and they definitely came through for us.”

## Interwoven Consultants Supplement Team

Though the compressed development schedule at first seemed daunting, Interwoven's Web solutions and personnel proved more than up to the task. Consultants from Interwoven's Professional Services Organization (PSO) traveled to the Netherlands to map out the site development strategy, working closely with the KPMG consultants. The teams quickly found that TeamSite helped to foster a productive collaboration.

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**—Mhoire McGrath-Cade  
Vice President of Web and Treasury Products  
ABN AMRO**

Says McGrath-Cade, "The coolest thing for us as a traditional, multinational company, was to pull together a group of different people who were able to leave their divisional and product silos behind, and really work together as a team. We had business, IT and our partners working closely, getting the job done. In the European environment, and especially in the Dutch environment, where consensus is the rule, being able to make decisions quickly and implement them right away was quite a break from our traditional corporate culture. We were all one team, irrespective of our employers—Interwoven, ABN AMRO, KPMG, and our other partners. We all had one goal—maxtrad—and this made all the difference."

## Cashing in on Customer Loyalty and Subject-matter Experts

The initial implementation saw the maxtrad site go live with approximately 3,000 pages of TeamSite-managed content. JavaScript, Java, PDFs, text and images make up the majority of the bank's diverse Web assets. Feeds from Reuters, The Economist, and the International Chamber of Commerce also help keep the site dynamic and informative, with TeamSite ensuring efficient updates to the Reuters data as often as every 15 minutes. Such variety and relevance of the Web assets ensures that the maxtrad site provides an engaging experience that boosts customer loyalty.

HP-UX servers are used for both the development and production environment, both located at ABN AMRO's Amsterdam headquarters. At present, approximately 15 staff-members, most of whom are not Web experts, contribute content to the site. These subject-matter experts provide the all-important relevant content that keeps customers coming back. And, allowing these experts to contribute directly to the site reduce time-to-Web delays, and further enhances the compelling nature of customer-facing content.

## Extending Market Reach

The maxtrad site offers unique business benefits to ABN AMRO. McGrath-Cade reports that creating an interactive site such as maxtrad enables the bank to gather much-needed information about its customers, and help determine if its marketing efforts are in synch with customer need. The Web also provides an invaluable channel for reaching new markets. Having the ability to control and identify content during development is key to addressing these new markets.

"ABN AMRO typically focuses on the large corporate marketplace," says McGrath-Cade. "The Internet enables us to go further down-market in the sales process, and offer our products to another segment we haven't been able to service before. Also, now we can start to track whether this site is really reaching the small- to middle-market customers, why they're using it, what brings them there, and then what's bringing them back. That constant analysis of what our customers need, and how we can provide it, is another habit we have to get into."

## A Modern Business Model

Deploying the maxtrad site was a definite departure for the venerable banking institution. With the transition to a "soft-branded" corporate identity on the site, maxtrad offers ABN AMRO an innovative vehicle for future partnering opportunities with financial industry leaders. At the same time, TeamSite's open architecture guarantees that an integration path exists for the bank to incorporate future content types, while protecting their site's look and feel.

"maxtrad is a 'soft-branded' site," McGrath-Cade notes, "which means that although we're part of the corporate entity, there's more Web content provided by our partners. So the opportunity for us at ABN AMRO now is to do things we couldn't do before...to be more a part of a modern community, where we're an equal contributor. With maxtrad and the help of TeamSite, our corporate brand is protected while we explore these exciting new avenues."

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