

## Case Study





## Interwoven Powers a Personalized and Targeted Online Experience for Customers of Italy's Post Office

To keep pace with rapidly-evolving markets, today's companies must provide a more personalized Web experience than ever before—one that leverages profile data on the customer's identity and online behavior to deliver content tailored to their tastes and preferences. Poste Italiane, Italy's mail and logistics services provider applies this lesson through its fully-owned Postecom subsidiary, which is responsible for the Poste.it portal.

In 2001, Postecom launched an initiative to create a true "virtual post office" for the Poste Italiane Website. Going far beyond traditional post office services like sending telegrams, paying bills, shipping parcels, and getting information, the Poste Italiane portal was designed to offer remote banking services such as account balance information and making online payments—a natural evolution given the fact that Banco Posta, the banking division of Poste Italiane, is Italy's largest retail bank, with almost 5 million subscribers. Following a thorough review of the available solution providers, the company selected Interwoven as their partner to help reach its goals.

*"Interwoven's capabilities for personalization and targeting give us the tools to reach the highly influential young consumers and decision-makers who rely on the Poste Italiane portal in a more effective, targeted manner."*

*Gianluca Lo Reto, Software Development Unit Director, Postecom*

Following the successful initial implementation of Interwoven to manage content on Poste Italiane's Website, Postecom embarked on an initiative to develop a completely new portal—one with the ability to segment visitors and deliver content tailored to their specific needs and tastes.

### Targeting Enables a Personalized Customer Experience

Postecom relies on Interwoven's Targeting & Engagement Solution, which provides online customer segmentation, rules creation and management, and a dynamic content-targeting rules engine to create a more personalized customer experience on the Poste Italiane portal. "Interwoven's integrated user profiling system will make it possible for each customer to experience the Poste Italiane portal as if it were made specifically for them—with information and services tailored to their specific needs and interests," explains Lo Reto. The Poste Italiane management team will use the system to track the performance of individual campaigns and promotions and use this data to continually fine-tune and optimize both customer offers and the way they are presented.

"We are confident in the success of our joint project with Interwoven," says Lo Reto. "Interwoven's capabilities for personalization and targeting give us the tools to reach the highly influential young consumers and decision-makers who rely on the Poste Italiane portal to be more like today's more personalized and effective Web sites.."

#### Industry

Postal Services

#### Challenges

- Generic Website content failed to deliver a personalized experience
- Lack of coordination between business and IT slowed time-to-Web
- Postecom needed to deliver new services, in multiple languages, tailored to customer needs

#### Benefits of Using Interwoven

- Leveraged Interwoven LiveSite to create a more personalized customer experience on the Poste Italiane portal.
- Time-to-Web has been accelerated to less than a day
- Business and IT now collaborate effectively
- The Web serves as a full-fledged sales channel for an integrated service offering
- Customers are provided with offers tailored to their specific needs



Fully owned by Poste Italiane, Postecom offers Internet-based products and services generating 56 million euros in annual revenue. Poste Italiane is the leading supplier of postal, logistic, insurance and banking services in Italy, with 170,000 employees and a revenue of 17 billion euros in 2006.

Interwoven TeamSite content management software is the standard platform for creating and managing content on Poste.it. OpenDeploy automates and standardizes publishing processes, while Interwoven MediaBin is used to manage multimedia assets. Interwoven LiveSite delivers content personalization for portal users. Interwoven's flexibility and ease of use enable more efficient collaboration between business and IT, and content contribution tools accelerate approval cycles and time-to-Web.

## Speeding Time-to-Web

Poste Italiane's new Interwoven-powered portal plays a central role in the company's online business transformation. "The decision was made to use the Web as a full-fledged sales channel, using customer needs to drive the management and presentation of personalized content," says Lo Reto. Along similar lines, Poste Italiane has modified its go-to-market strategy with the launch of its new Poste Mobile service, which acts as a virtual telephony operator to offer its cell-phone subscribers all the services available in a normal post-office.

Thanks to Interwoven the roughly 50 members of Postecom's Web content editorial and development teams can complete the entire create-modify-edit-publish content cycle multiple times in a single working day. Interwoven TeamSite templates provide standard, preset models for content creation, ensuring consistency in branding and look-and-feel among multiple editorial teams and speeding time-to-Web for new content. The flexibility of the Interwoven solution also helps Postecom support content in multiple languages, an important consideration given the importance of non-Italian speaking customers like Italians from Valle d'Aosta, who mainly speak French, and the German-speaking residents of Alto Adige—not to mention the growing number of new immigrants to Italy who become subscribers of Banco Posta.

Postecom continues to expand its Interwoven implementation to drive new business capabilities and benefits. In addition to using Interwoven TeamSite for Web content management, the company uses Interwoven OpenDeploy for content publishing and Interwoven MediaBin to manage approved marketing assets.

## About Interwoven

Interwoven, Inc. (NASDAQ: IWOV) is a global leader in content management solutions. Interwoven's software and services enable organizations to maximize online business performance and organize, find, and govern business content. Interwoven solutions unlock the value of content by delivering the right content to the right person in the right context at the right time. Many of the world's leading companies, professional services firms, and governments have chosen Interwoven, including adidas, Airbus, Amnesty International USA, Avaya, BT, Cisco, Citi, Delta Air Lines, DLA Piper, FedEx, Grant Thornton, Hilton Hotels, HKMP LLP, Hong Kong Trade and Development Council, HSBC, LexisNexis, MasterCard, Microsoft, Samsung, Shell, Sky Italia, Qantas Airways, Tesco, Virgin Mobile, and White & Case. A community of over 25,000 developers and over 300 partners enrich and extend Interwoven's offerings. To learn more about Interwoven, please visit [www.interwoven.com](http://www.interwoven.com).

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