



5 Reasons Why Insurance Companies Need a Hybrid Content Platform

Most content management systems are only designed to deliver content to a single website or just a few channels and assume the CMS provides the entire web experience. But for Insurance companies, it's not that simple. Insurance companies need to deliver content to a variety of channels, including websites, mobile and web applications, and customer portals. Generally, there are also custom applications such as quoting or online services that are built and deployed separately from the Web CMS but still need content to be managed by business users. This can cause real problems.

The need to support content for multiple sites, applications, and other channels has caused many insurance companies to invest in several content management technologies and approaches. Or they have shifted to developer-oriented "headless" CMS applications that do not meet the marketing and advanced requirements of the organization.

If you are storing the same content in different CMSs to deliver it to different channels, the management of that content and the ability to provide a consistent content experience across those channels is nothing short of challenging. And if there is one thing your customers expect, it's a consistent experience across all the channels where they engage with you.

If your organization is facing similar challenges, it's time to look at a hybrid CMS. Hybrid is a new evolution in content management that addresses the limitations of single-channel content delivery. Hybrid CMS provides the ability to manage content in a single application and repository, streamlining content creation, and providing stronger governance and compliance processes, while also providing flexible content delivery options. A true hybrid CMS supports dynamic, headless, and purely static content delivery options.

For many insurance companies, hybrid capabilities may be the difference between a successful content management program and a failed or limited program. Let's look at five reasons your insurance company needs a hybrid content platform.



Improve Compliance Through Unified Content Management

A primary challenge for insurance companies is ensuring that their customer channels – the website, customer portal, mobile app, always have the most recent and correct version of information to support their customers' needs.

Providing outdated or inaccurate information can result in legal or regulatory non-compliance, the result of which can be costly in financial or brand confidence terms.

A hybrid CMS can help improve compliance through unified content management. Unified content management does not necessarily mean that all your content is created and managed through the CMS. It means that the CMS can connect with all your content sources, pulling together the most up-to-date versions of content, and then delivering that information to the various channels. Essentially, the CMS becomes a single system of truth for your content.

A hybrid CMS provides both a “headless” content API and a content delivery server that is “loosely coupled” with the CMS. With the headless API, you can push content into a web-based insurance application. Using a content delivery server, you can publish content to your public website, Intranet, or a portal - all on separate delivery tiers yet connected to the same backend for content.

With a content delivery server, you use the CMS to create templates, so you don't need your developers to code every page on your website. You can also create dynamic and personalized experiences. A hybrid CMS supports the ability to push content to other channels by rendering content as static XML or JSON files. This push deployment model is often preferable for applications with offline requirements, kiosks, and sites with information security requirements where a content API connection is not acceptable.

In addition to being a single system of truth, a hybrid CMS provides a range of governance capabilities that ensure your information is accurate. These include capabilities such as versioning and auditing to track what changes are made, when, and by whom, as well as setting publish and unpublish dates, ensuring accessibility of your information, and more.

Empower Marketing

Insurance companies manage content across a number of systems, some marketing focused, others related to technical content. A hybrid CMS gives marketing the ability to update the content in all these platforms from the single administrative experience.

With a hybrid CMS, you get the best of both worlds: a full-featured CMS platform with flexible or agile content deployment options. Because they stem from mature web experience platforms, hybrid CMS' are fully developed and have a robust foundational architecture that separates content management from content delivery. This architectural approach focuses on creating intelligent content so you can use it across many channels, while still providing full content management capabilities regardless of how or where content is delivered.

Many insurance companies are often resource-constrained, having little time to work with multiple content management systems feeding each delivery channel. Using a hybrid solution, you can create content once and then deliver it to multiple channels. At the same time, you can pull in content from other content sources and combine to create unique content experiences for each channel.

Remote editing and preview capabilities enable the marketer to edit content and see what it looks like regardless of channel. Routing and navigation capabilities allow marketers to control the information architecture of websites, mobile apps, and applications external to the CMS, freeing developers from having to pre-build pages for new content.

Marketers need a hybrid content management solution that works for all their customer and employee channels, one that provides distributed content authoring, customizable workflow, search, personalization, analytics, and governance capabilities.

Integration with Backend Systems

A hybrid content management platform can integrate securely with a range of backend systems. For insurance companies, it can connect with quote engines, rate tables, and policy and claims solutions, many of which are often custom-built.

Through these integrations, you can create digital experiences like customer support portals, mobile applications, and personalized web experiences that deliver the information – both content and data – that your customers require.

4 Ensure Information Security

Data protection and cybersecurity are critical requirements for insurance companies. To support these requirements, a hybrid CMS provides a robust permissions and security model that ensures only the right people can access, review, and change content. The CMS can integrate with an existing single sign-on solution such as Active Directory or LDAP and apply groups and roles to users that dictate what the user can do to content in the CMS.

The CMS can apply access rights to any content item in the CMS application. Within the CMS client (where content is created and managed), content may be granted full access, read-only, or hidden. You can also apply external access rights to content that requires log-in or authentication to view gated content.

Users are restricted to what features are visible within the CMS client using the global group settings. These settings dictate whether they can publish content or just advance content in a workflow, what elements of a content asset they can edit, whether they can rollback content to previous versions, and many other options. The user manager provides security templates for simplifying permission management.



5 Increase Speed to Market

Insurance companies don't have years to implement heavy-duty platforms like traditional web experience or digital experience technology. They need to get content experiences to market quickly, and they need the ability to update them just as fast.

A hybrid CMS is a combination of a templated web experience solution and a bespoke application that can deliver web experiences and quickly integrate content into an application. It provides the agility of a developer-centric solution with the power of a marketing platform empowering marketers to deliver websites, mobile app, and portal experiences fast and cost-effectively.

Ingeniux is the Right Hybrid Content Platform

The best hybrid CMS solutions provide full content management capabilities, a structured content model, and the ability to deliver content to multiple delivery tiers via decoupled delivery or headless (API). Ingeniux CMS can do all of this and more.

Ingeniux CMS understands that a CMS should not only manage content but should provide a mechanism to import or aggregate content from other repositories and apply some structure to it, so you can make it available to your customer channels.

Some CMS vendors slap a headless API on their existing content management platform and call it a hybrid solution. But if you look deeper, you'll see essential capabilities missing, including a structured content model, content and application integration, and more.

Even if your company continues to use more than one content management system or content repository, a hybrid CMS, like Ingeniux, is a good core foundation to start building that consistent, seamless customer experience.

ABOUT INGENIUX

Ingeniux is the leading provider of web content management and digital experience software. We enable organizations to orchestrate the entire customer experience from acquisition through to sales to support and service, across any device, application, or website.

We build content management software with an unparalleled focus on the content itself. The Ingeniux CMS is designed to manage and deliver modern websites, customer support portals, online communities, and other customer touchpoints.

We believe in intelligent “structured” content. We design our software to enable content reuse, enable true mobile and multi-channel content delivery, and insightful content discovery. Our unique content-as-a-service capabilities deliver content into web and mobile applications, and other key channels.

Ingeniux software is available as a fully managed software service or an on-premise application. Ingeniux delivers unparalleled service and support to customers worldwide.

To learn more, visit us at www.ingeniux.com.

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