



## Intertrust – Financial Service Case Study

**Intertrust** is a prominent player on the financial services market, with offices in 20 countries around the world. It is vital to Intertrust's marketing and communication efforts to maintain a uniform appearance. Intertrust's corporate identity is recognised all around the world.

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## The question

Intertrust wished to organise and control its marketing efforts and campaigns from a central location: its head office. At the same time, the local offices in the various countries needed to have sufficient freedom to adapt the products to suit their own needs, within the framework provided. It was important to retain and roll out the Intertrust corporate identity in the various countries properly and without complications.

The company needed to be able to efficiently adapt the available material to local requirements and circumstances. The various offices needed to be able to continue their partnerships with their local suppliers. The separate offices had to be able to coordinate their efforts sufficiently to help avoid duplicate work and unwanted overlaps and to ensure that existing and approved material was used wherever possible.

Marketing campaigns needed to be launched quickly and easily. However, to ensure the quality and uniformity of the marketing instruments and communications developed locally, central approval was required for products and resources.

The project included the following marketing and communication material:

- Product sheets;
- Business cards;
- Flyers;
- Brochures;
- Advertisements.

## The solution

Using MarketingOne, Paragon realised a Brand Portal with a Web 2 Print solution for Intertrust. With this solution, every employee with the proper authorisation at any office can use the marketing and communication material provided centrally. The material can be quickly modified to suit local requirements and then be ordered from local suppliers.

## The result

The Brand Portal with Web 2 Print solution for Intertrust is used by Intertrust employees all over the world. Developing marketing and communication material has become more efficient, campaigns can be carried out faster, partnerships with local suppliers remain in place. At the same time, it offers the required level of central management and ensures that Intertrust's corporate identity can be safeguarded.

Essentially, this solution offers Intertrust what it was looking for while also presenting savings in terms of time and costs and allowing the company to preserve its uniform corporate identity worldwide.

Other important elements of this Brand Portal include:

### **An image bank**

Central storage and management of all marketing and communication material;

### **Workflow management**

All material created by the local offices is subject to central approval. Workflow management ensures that all the steps in the Web 2 Print process are completed correctly.

### **Support for multiple languages**

The principal language used in system is English. However, as Intertrust has offices around the world, the content is also available in German, French, Spanish and even Chinese.

#### **Quote:**

What Paragon says about Intertrust's Brand Portal:

'Intertrust's Brand Portal is used all over the world for adapting and ordering marketing and communication material, while allowing partnerships with local suppliers to continue. Paragon provides updates to ensure that the Brand Portal will always perform optimally.

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