BNP PARIBAS

dotCMS

dotCMS CASE STUDY:
POWERING A ROBUST REWARDS CARD PROGRAM

The Challenge

One of the largest banks in the world, BNP Paribas, wanted to build out a program in their UK division that would offer co-branded MasterCards to their customers. They knew they needed a platform that could handle the variety of functions required of a rewards card as well as the ability to offer a responsive, branded interface that customers would find easy-to-use. For this project, they turned to their digital agency, ISAAC.

The Solution

To build out such a complex solution, ISAAC recommended dotCMS as the platform due to its flexibility and API technology that makes it easy to integrate with other systems. ISAAC built out an entirely new, secure front-end and middleware platform for the co-branded MasterCards program. This included a self-service portal with a mobile-first dashboard that allows today's busy customers to access their finances on the go.

The new portal gives customers access to online card activation, real-time mobile push messages, online transaction access, request credit limit increases, transfer cash, update personal details, and report lost or stolen cards. Customers can also view rewards program points in the portal, like discounts on hotels within IHG group and cash back points at ASDA.

The Results

Using dotCMS, ISAAC built a platform where BNP Paribas and MasterCard can work with customers like IHG and ASDA to manage their reward cards. The new platform is extremely robust and can handle all the functions required - like loyalty program data, the application process, and self-service access. dotCMS allows for a platform that is completely scalable and able to easily grow as the BNP Paribas and MasterCard co-branded rewards card program grows.

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ABOUT ISAAC

ISAAC Software Solutions is an internet specialist, based in the high-tech region of Eindhoven, The Netherlands. With a passion for all things "web", ISAAC knows web technology and has the specific functional knowledge to make a difference in internet projects. The team of educated and certified ISAAC engineers have made a commitment to using clean software architectures and open source frameworks.

Since the beginning of the partnership with dotCMS 10 years ago, ISAAC has built an extensive and loyal group of customers, primarily in industries like retail, finance and customer loyalty. ISAAC has managed to use its ever growing domain experience in designing and implementing both technically complex, but easy-to-use and complete solutions.

ABOUT dotCMS

dotCMS is a leading, open source content management platform for companies that want innovation and performance driving their web sites and other content-driven applications. Extensible and massively scalable, both small and large organizations can rapidly deliver personalized and engaging content across browsers, mobile devices, channels, second screens and endpoints -- all from a single system.

Founded in 2003, dotCMS is a privately owned US company with offices in Miami, Florida; Boston, Massachusetts and San Jose, Costa Rica. With a global network of certified development partners and an active open source community, dotCMS has generated more than a half-million downloads and thousands of implementations and integration projects worldwide.

Notable dotCMS customers include: Telus, Standard & Poors, Nintendo, Hospital Corporation of America, Royal Bank of Canada, DirecTV, Nomura Bank, Thomson Reuters, China Mobile, Aon, DriveTest Ontario and ICANN.

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