



Global campaign management

Central planning and global control

Financial institutions use Axon Ivy as a central platform for the management of marketing campaigns worldwide. All activities are planned, controlled and documented without media discontinuity. The budget is organized and distributed via the platform, payments are triggered automatically.

Challenges

- Handling of 3,000 projects at 24 locations worldwide
- Compliance with over 1,700 different policies
- Invoicing for approximately 20,000 transactions
- Risk assessment influences approvals (sign-off)

Highlights

- Central management of all marketing projects and activities as well as suppliers
- Access to current data and status overview for project managers at any time
- Task management with automated reminder and escalation function
- Clear assignment of responsibilities

Solution with Axon Ivy

- Central platform as single point of contact
- Comprehensive overview of accounting and controlling
- Detailed evaluation and reporting functions
- Multilingual support for all functionalities

Reasons for Axon Ivy

- Experience in agile application development
- Scalable user-friendly digital business platform with 24/7 support
- Integration into existing IT environment
- Low code and no code capabilities for rapid implementation of new internal requirements
- Successful PoC implementation

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