Money management firm cuts publishing time to market by 50% and engages customers with mobile apps using Adobe Digital Publishing Suite and Adobe Experience Manager

Since 1929, Lord Abbett has remained an independent, privately held firm with a singular focus on the management of money. As an investment-led, investor-focused firm, Lord Abbett evaluates every decision from an investment perspective. Each day, the firm’s professionals come to work intent on providing the highest level of investment expertise and client service that exceeds expectations.

For years, the firm’s highly regarded print quarterly, The Lord Abbett Review, has provided investment professionals and institutional clients with the latest economic updates and investment insights. In keeping with its commitment to elevating the investment conversation, Lord Abbett sought to expand its publishing efforts into new channels by creating dynamic mobile apps and immersive experiences that deliver engaging content to audiences—wherever they are.

**Increasing agility, reducing costs**

Lord Abbett’s marketing, creative, and IT teams carefully considered how to expand the firm’s digital content offerings, balancing costs while adopting the best technology for employees and clients. The decision to move into digital publishing coincided with several initiatives at Lord Abbett, including the need to adopt a more powerful, versatile web content management system and the desire to easily repurpose content for streamlined delivery across a variety of digital channels.
After closely evaluating various solutions, Lord Abbett chose to standardize its efforts with the Adobe Experience Manager solution within Adobe Marketing Cloud. The firm based its decision on several criteria, citing Adobe’s reputation as a digital marketing leader and the flexibility to reliably use Adobe Experience Manager for content creation and distribution across teams.

While adopting Adobe Experience Manager, Lord Abbett began looking for a multichannel publishing solution to accelerate app content authoring, reduce publishing costs, and help maintain a compelling and consistent brand experience across customer touch points.

The firm’s creative and IT teams discovered that Adobe was integrating some capabilities between Adobe Digital Publishing Suite and Adobe Experience Manager. With the combined Adobe solution, Lord Abbett could deliver compelling experiences wherever customers are, taking the wealth of content already created for print and web to mobile apps—faster, easier, and at a lower cost.

"As an investment manager with a long history, our success has in part been built on always offering customers access to the right services and information when they need them," says James Sansevero, Partner and Director of Brand Management for Lord Abbett. "We felt that the integrated Adobe Digital Publishing Suite and Adobe Experience Manager solution would be the best solution."

**Engaging customers with easily consumed content**

The benefits of the combined solution were immediately evident. To replace The Lord Abbett Review, the company launched Perspectives, an app for iPad that highlights the firm’s intellectual capital in short editorial pieces that can be used to help clients make informed investment decisions.

Targeted to financial advisors and institutional clients and providing insights into the latest financial and asset class trends, Perspectives is a clear differentiator for the firm. By delivering the content within a mobile app, Lord Abbett can reach a broad audience with a wealth of rich, useful information and a perspective on the financial markets.

The Perspectives app also includes social media integration with popular sites such as LinkedIn and Twitter, which offers the potential to generate greater awareness of Lord Abbett’s expertise. Audiences can enjoy snippets of relevant, timely content. The firm decided to keep its app simple to showcase its content, rather than offer investors a more complicated app in which many features might go unused.
Empowering internal teams

Lord Abbett previously relied heavily on third-party agencies to create the quarterly *Lord Abbett Review*—a process that would slow time to market and increase publishing costs. Now, with *Perspectives* being created using a combination of Adobe Experience Manager and Adobe Digital Publishing Suite, creation and delivery time has decreased dramatically. Most production has been brought in-house, reducing costs and enabling the firm to deliver the publication on a more frequent basis.

In addition, the Lord Abbett team has the flexibility to pivot quickly and update content if economic trends change. Previously, changing content at the last minute required that the quarterly print issue be pulled from the printer and reworked. Fortunately, that is no longer the case.

Lord Abbett worked with software consulting company Ensemble to establish templates and enable automatic generation of publications. With Adobe Experience Manager, the team at Lord Abbett can efficiently create content using predesigned, preapproved templates and house that content—along with associated assets—in a central repository. The assets are then transferred to Adobe Digital Publishing Suite and prepared for delivery to devices.

“We’ve accelerated time to market by at least two weeks compared to working with agencies—that’s a 50% improvement,” says Stephen Reilly, Director of Digital Communications for Lord Abbett. “From a financial standpoint, we anticipate fast and significant savings in terms of both cost and effort.”

For Lord Abbett, an additional benefit of the move to the integrated Adobe solutions is a more controlled workflow with efficient legal and review processes. The ability to accelerate publishing processes is opening many new possibilities to become more relevant and engaging to customers.

By also taking advantage of the custom HTML store and custom library features offered through Adobe Digital Publishing Suite, Enterprise Edition, the firm is not only able to display content according to the Lord Abbett brand look and feel but also enable readers to filter by the type of content that interests them the most. For example, readers can choose to focus on the economy, equities, or any other asset class, depending on their preferences.

Moving to streamlined, multichannel publishing

Full multichannel publishing that pushes content to Lord Abbett’s website and mobile devices via Adobe Digital Publishing Suite is on the roadmap. That transition will be made easier because virtually anyone across the organization can use intuitive, web-based authoring based on existing, pre-approved workflows to create and contribute app content. “One of our goals is to broaden our base of content contributors so that no group becomes a bottleneck, and editorial, marketing, and legal will all have content governance and ownership,” says Reilly.
One of the biggest challenges had been updating the firm's multiple websites. Traditionally, Lord Abbett had four sites—a gateway site, as well as sites for investors, institutional investors, and financial advisors. These sites are now being unified into one, using web content and digital asset management capabilities in Adobe Experience Manager to create and manage all content in one place. With Adobe Experience Manager, internal stakeholders will eventually be able to contribute to the site, with content management centrally located.

"With Adobe Experience Manager and Adobe Digital Publishing Suite, we've been able to cut down on external vendor interactions and, with the same number of staff, conduct most publishing processes in-house with a greater operational ease," says Reilly.

**Smarter content marketing**

The team says Adobe has offered outstanding support and provisioned all the resources needed to help Lord Abbett succeed. Now that the firm's move to more dynamic digital publishing is well underway and demonstrating value, the next step will be to look at integrated analytics to measure the impact of the digital publishing endeavors. The company has purchased Adobe Analytics, also part of Adobe Marketing Cloud, to better understand user behaviors, the most successful content pathways, and the best ways to maximize the effectiveness of personalization such as tailored events or invitations to online meetings.

In a marketplace as competitive as financial services, Lord Abbett continually strives to stand out and add value. Although the firm has always produced editorial content that garners high marks among investment audiences, the team understands the potential and impact of packaging content to meet changing client demands.

"Both Adobe Experience Manager and Adobe Digital Publishing Suite are central to our multichannel content strategy," says Sansevero. "We have made a long-term investment with Adobe to help us create and deliver content in more powerful ways—this combination is critical to our digital marketing success."

"We have made a long-term investment with Adobe to help us create and deliver content in more powerful ways—this combination is critical to our digital marketing success."

James Sansevero, Partner and Director of Brand Management, Lord Abbett