

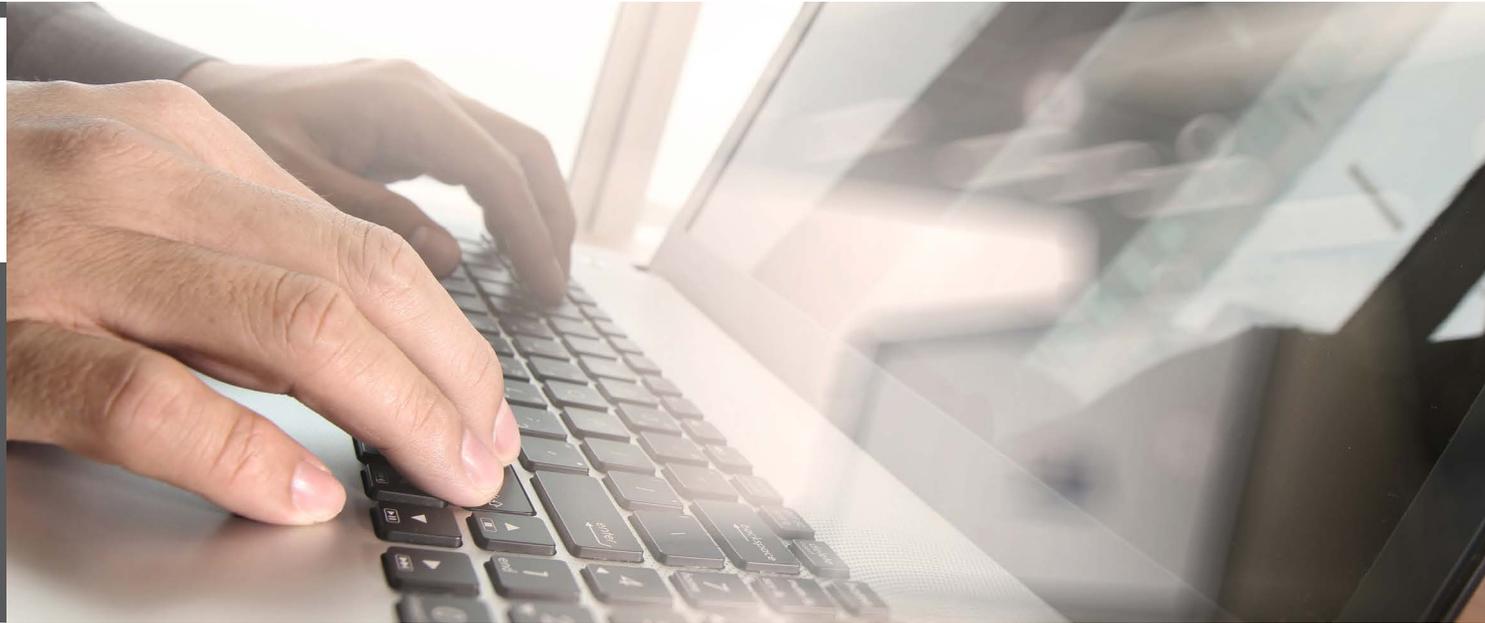
KfW Bankengruppe, simplifying employee work.

KfW Bankengruppe uses Adobe Experience Manager forms to modernize processes, enabling direct exchange of data in forms with other applications.



“With Adobe Experience Manager forms we can quickly enable the functionality of our internal forms and tackle standardization.”

Oliver Bröker, Team Leader, Special Software and Process Tools, KfW Bankengruppe



SOLUTION

Adobe Experience Manager solution within Adobe Marketing Cloud

RESULTS



SMART PDF FORMS

Reliable performance with the 1:1 conversion of existing forms from Microsoft InfoPath to Adobe Experience Manager forms



EASE OF USE

Increased usability and reduced errors by enabling automatic exchange of data between forms and Microsoft Excel and back-end systems



STANDARDIZED PROCESSES

Standardizing forms processes reduces required IT support and results in long-term cost reductions



COLLABORATION

Strong teamwork between KfW and partner helped speed move to automated forms

KfW Bankengruppe

Founded: 1948

Employees: 5,518 (2014)

Frankfurt am Main, Germany

www.kfw.de

FORMATIX GmbH

www.formatix.de

CHALLENGES

- Eliminate incompatibilities among key internal forms
- Create reliable smart forms for use enterprise-wide
- Make it easier for employees to use and process forms
- Minimize errors on forms and accelerate processing
- Reduce IT support costs

“By standardizing on Adobe Experience Manager forms, we can increase the usability of forms for employees and decrease IT support requests, which reduces costs.”

Oliver Müller, Product Manager, Special Software, KfW Bankengruppe



Intelligent forms

The history of KfW Bankengruppe is closely linked to the economic development of the Federal Republic of Germany. Since its inception as a credit institute for reconstruction in 1948, KfW's mandate has been to support transformation and drive pioneering ideas forward in Germany, in Europe, and around the world.

Since its inception, KfW has achieved a funding volume of more than €1.3 trillion. Headquartered in Frankfurt am Main, with branch offices in Berlin and Bonn, the banking group also includes the subsidiaries of DEG, KfW IPEX-Bank, and FuB. With a balance sheet total of €489.1 billion (2014), KfW is the world's largest national development bank and the third largest bank in Germany. KfW employees are active in more than 70 cities worldwide.

Forms play a major role in the bank's dealings with customers. Several hundred forms are also used internally and posted on the intranet for employee use for a range of needs including travel expenses and event requests as well as master supplier data maintenance requests.

“We have not yet centralized forms management, and each department creates their own templates,” says Oliver Bröker, Team Leader, Special Software and Process Tools at the KfW Bankengruppe. However, a requirement has now been created. Using Adobe Experience Manager forms within Adobe Marketing Cloud, a project has been created to convert the majority of the forms used enterprise-wide to PDF. Gradually, more intelligent features are being added to the bank's PDF forms. Support for the project is coming from a team of experts at Formatix GmbH in Hamburg.



Oliver Müller, Product Manager, Special Software, KfW Bankengruppe

SOLUTION AT A GLANCE

- Adobe Marketing Cloud, including the Adobe Experience Manager solution. Capabilities used include:
 - Forms

For more information

www.adobe.com/solutions/customer-experience/web-experience-management

www.adobe.com/go/aemforms

www.adobe.com/solutions/digital-marketing.html



Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704
USA
www.adobe.com

Centralization reduces support costs

At KfW Bankengruppe different technologies are used to create internal forms. Individual departments use various Microsoft applications including Excel, Word, SharePoint, and InfoPath to create and share forms; they also use Adobe Acrobat. With the conversion to Office 2010, incompatibilities in the InfoPath forms started to arise. “We took this as an opportunity to better address the challenges,” says Oliver Müller, Product Manager, Special Software at the KfW Bankengruppe.

The lack of flawlessly functioning forms created not only business disruptions, but also required increased support from the IT team. While searching for an alternative, KfW managers discovered Adobe Experience Manager forms. “The project was time sensitive because the master supplier data maintenance form was no longer 100% reliable,” says Bröker.

After deciding on the Adobe solution, in only three weeks, specialized forms solutions partner Formatix GmbH created 50 forms in PDF that were used across the organization. The forms rely on the same logic and uniform design. At the same time, the new forms include the first elements of built-in intelligence. Examples include requiring input fields to be consistent and the ability to automatically trigger emails when forms are completed.

One of the intelligent forms goes a step further to include the budgeting of specialty software products, in which the PDF form is integrated with Excel. The data in the tables is read by the form and can then be selected. After the budget calculation and any adjustments are completed by the appropriate employees, the budgeted value is transferred back to Excel.

“This leads to an increase in quality and reduces mistakes associated with manually inputting data,” says Müller. “By standardizing on Adobe Experience Manager forms, we can increase the usability of forms for employees and decrease IT support requests, which reduces costs.”

In the future, Adobe Experience Manager forms will be used to support more complex workflows, such as integration with back-end systems, which has been challenging in the past. For instance, through automation, supply order processes can be flagged if order releases exceed a certain budget. The integration of a PDF form in the KfW service management tool is also planned to automate the previously manual transfer process of approved orders.

“Adobe Experience Manager forms offers many possibilities that we’re just starting to explore,” says Bröker. “With Adobe Experience Manager forms we can quickly enable the functionality of our internal forms and tackle standardization.”