



[ aiim•CIBC ]

Avant Imaging & Information Management Inc. 205 Industrial Parkway North, Aurora, ON L4G 4C4

[t] 416-798-7110

[tf] 877-841-AIIM

[f] 905-841-2177

[e] help@aiim.com

## AIIM helps CIBC do more everyday by ...

### Understand

Although the products and services are all the same across the country, each branch has operating nuances that address specific customer requirements. Unique services include hours of operation, customer demographics, language preferences and local/community announcements. A quick and cost effective solution was needed to develop "one of" materials to address the unique needs of each branch.

### Evaluate

AIIM worked with CIBC to transform their "one size fits all" marketing program to a total variable marketing program with unique content driven by each branch. While each branch has the autonomy to create the marketing material, the solution still aligned with corporate branding, marketing and regulatory requirements.



### For what matters.

Canadian Imperial Bank of Commerce (CIBC) is a leading North American financial institution. Through its two distinct business lines, CIBC Retail Markets and CIBC World Markets, CIBC provides a full range of products and services to more than 11 million individual and small business clientele, administers \$203.2 billion of assets for individuals and meets the financial needs of corporate and institutional clients. CIBC is in business to help their clients achieve what matters to them.

Savings of 50%

Time to market improved 67%

Adoption 100%

Administration reduction 4 positions

### Manage

AIIM offered to help CIBC using aiim•PRINT, aiim•ON•DEMAND, aiim•FULFILLMENT and aiim•CONNECT web to print portal solutions. Using a CIBC branded version of aiim•CONNECT, images and creative assets were centralized, version specific and personalized templates were developed in line with CIBC branding and project tracking was instituted so CIBC could better manage their print and budgeting requirements. Once materials were developed, they were printed and then distributed by AIIM to the branch. Initially a pilot, the solution was rolled out to all 1000 branches across Canada..

### Measure

- Per branch savings reached 50% over previous method use to create the marketing material.
- Time to market has been improved from an average of 9 days to 48-72 hours.
- Reporting is now available online and accessible 365/24/7 where as previously it was supplied monthly.
- Over 1000 branches have adopted the solution. An increase of 100% over previous programs.
- Head office administration was reduced from 5 employees to one Supervisor who has spent approximately 10% of their time overseeing the solution.

