



Manulife

Reduced redundant content by 70%

Company profile:

HQ: Toronto, ON
1,450 employees

AUM: \$294B

Overview: Manulife Financial provides insurance and investment solutions for individuals and organizations.

70%

Reduction in content by eliminating redundant iterations

Operating in 16 countries and territories around the world, Manulife Asset Management is a power player in a complex industry. However, their previous process to create and update fund fact sheets cost the Manulife marketing team valuable time as they were manually compiling data and creating multiple iterations the same document. Over time, the process led to a disorganized repository of content that slowed down the client-facing team and had the potential to be a compliance risk.

Now, Seismic consolidates all of Manulife's pertinent data sources into Seismic lists, which are easily stored in only a few spreadsheets. To build and update these pieces, Manulife leverages Seismic's LiveDocs® technology that automatically pulls data from those Seismic lists and dynamically creates or updates all of Manulife's fund fact sheets.

Manulife's marketing team is no longer wasting time manually compiling data and building content, freeing them to focus on other value-add projects. Client facing teams no longer have to sort through a maze of redundant iterations of content, as the total number of fund fact sheets has been reduced from 70 to under 20.