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**CASE  
STUDY**

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**EPAM HELPS  
MONEYSUPERMARKET  
DELIVER ENGAGING  
DIGITAL EXPERIENCES**

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CASE STUDY:

## EPAM HELPS MONEYSUPERMARKET DELIVER ENGAGING DIGITAL EXPERIENCES

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Price comparison sites are designed to do just what their name implies: compare the prices of goods and services from a range of providers. However in an ever more competitive landscape, evolving the customer proposition to allow consumers to make increasingly informed decisions about which provider to choose in order to save money is key to their success. EPAM has helped MoneySuperMarket Group re-platform and redesign their virtual storefront onto Adobe Experience Manager in order to improve their services and attract more customers.

MoneySuperMarket.com is the UK's #1 Price Comparison Website, providing a search engine for comparing financial products based on price, features and other criteria. Impressive numbers underline the site's popularity: 160+ million visitors annually, 20 million customer records, 54 separate channels (e.g. auto insurance, home insurance, etc.). The group employs over 400 people and is made up of four distinct businesses — MoneySuperMarket.com, TravelSupermarket.com, OnTrees, and MoneySavingExpert.com — the company's revenues exceed £225 million per year.

MoneySuperMarket wanted to enrich their digital experience and enable future growth by delivering cutting-edge comprehensive solutions to their customers by:

- providing an engaging, easily customized customer experiences
- going beyond traditional price comparison options to offer increasingly appealing interactions enriched by personalized content.

MoneySuperMarket.com chose EPAM as an expert partner to implement a modern web platform relying on the company's practical experience in delivering transformative changes and advanced engineering solutions.



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### **THE CHALLENGE: CREATING AN ENGAGING CUSTOMER EXPERIENCE**

MoneySuperMarket.com required a new web platform and redesigned online storefront to help start each trading day bringing new market leading online customer experiences to UK households, as they aim to save 13M families money in 2017, release the value of their data, facilitate transformation in the ways of working, increase the agility of the business and enable potential growth through expansion in new verticals and markets.

### **THE SOLUTION**

MoneySuperMarket's existing technology stack needed to be refreshed, as it was limiting the businesses ability to execute quickly and at scale. To create an engaging and easily modifiable customer experience, EPAM chose Adobe Experience Manager. This platform was selected mainly for its CMS capabilities, but also for the personalization support that works with existing data stores. The new platform provided large amounts of code re-use, localization, and personalization capabilities, though the project initially involved a high level of manual testing and was IT intensive.





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### **THE CHALLENGE: OFFER MORE THAN PRICE COMPARISON**

MoneySuperMarket has grown incrementally over the years by offering an easy-to-use service and increasing its range of products; however, the market is maturing. To remain competitive, the company needed to offer more than price comparison offerings — its customers were looking for increasingly engaging interactions. They needed more than just a better interface, they wanted a better context, content and service design, personalized according to their needs.

### **THE SOLUTION**

EPAM used their deep expertise to start to deliver the business benefits of personalization. Five development squads worked simultaneously on this extensive site re-platforming project. The Adobe Experience Manager platform has plenty of advantages: AEM works well in the cloud, provides support for personalization, allows for reuse of logic and images to personalize CRM campaigns, and offers mobile device support. In other words, it is the perfect tool to provide new, personalized approaches to support future business growth.

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**QUESTIONS?**  
CONTACT US AT  
**SALES@EPAM.COM**

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 For more information,  
**PLEASE VISIT EPAM.COM**

41 University Drive, Suite 202,  
Newtown, PA 18940 USA  
P: +1 267 759 9000 | F: +1 267 759 8989

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### THE RESULTS

As a result, EPAM helped MoneySuperMarket change their virtual storefront using Adobe Experience Manager to deliver a modern web platform that provides the technology and opportunities to continuously evolve and ensure the site meets clients' evolving needs.

According to MoneySuperMarket: "EPAM has helped us to successfully create our new strategic web platform, delivering a refreshed online storefront helping our customers to identify even more ways to save money, through their implementation of market leading technology. These cutting-edge renovations will help our business expand to meet our growth aspirations, and we look forward to future cooperation with your team."