



AI-POWERED CMS FOR FASTER, COMPLIANT PUBLISHING

Google
4.0 ★★★★★☆

Clutch
4.9 ★★★★★☆

glassdoor
4.5 ★★★★★☆

Countries we operate from



PROBLEM STATEMENT



A leading financial services institution faced operational bottlenecks due to a legacy CMS system. Content updates required IT intervention, compliance approvals were sluggish, and time-to-market for new digital campaigns was excessively high.

Manual publishing workflows prone to human error and delays.

Non-compliance with emerging financial regulatory guidelines.

Rigid, monolithic CMS platform limiting content velocity.

Inconsistent UX across digital touchpoints.



INT.'S SOLUTION



INT. implemented a fully automated, **AI-powered CMS with robust governance workflows and enterprise-grade security:**

- ✓ Integrated content approval and compliance workflows.
- ✓ Role-based publishing rights with audit trails.
- ✓ Headless CMS architecture for omnichannel content delivery.
- ✓ Real-time analytics dashboard and SEO recommendations.
- ✓ Integration with CRM, marketing automation, and customer portals.



Process Followed – INT.'s **Framework**

1. Painpoint Mapping: Identified regulatory, content, and operational inefficiencies across teams.

2. CMS Platform Selection: Chose Strapi with BFSI-specific plugins to meet compliance and scalability needs.

3. Content Architecture Design: Structured reusable, modular components for secure and fast content delivery.

4. Agile Module Rollout: Launched CMS modules in sprints with iterative feedback from marketing and legal teams.

5. Workflow Integration: Embedded approval chains, audit logs, and publishing governance within CMS.

6. Training & Optimization: Enabled editorial teams through workshops and fine-tuned performance KPIs post-launch.

42%

faster content publishing cycle,
accelerating go-to-market for
campaigns

90%

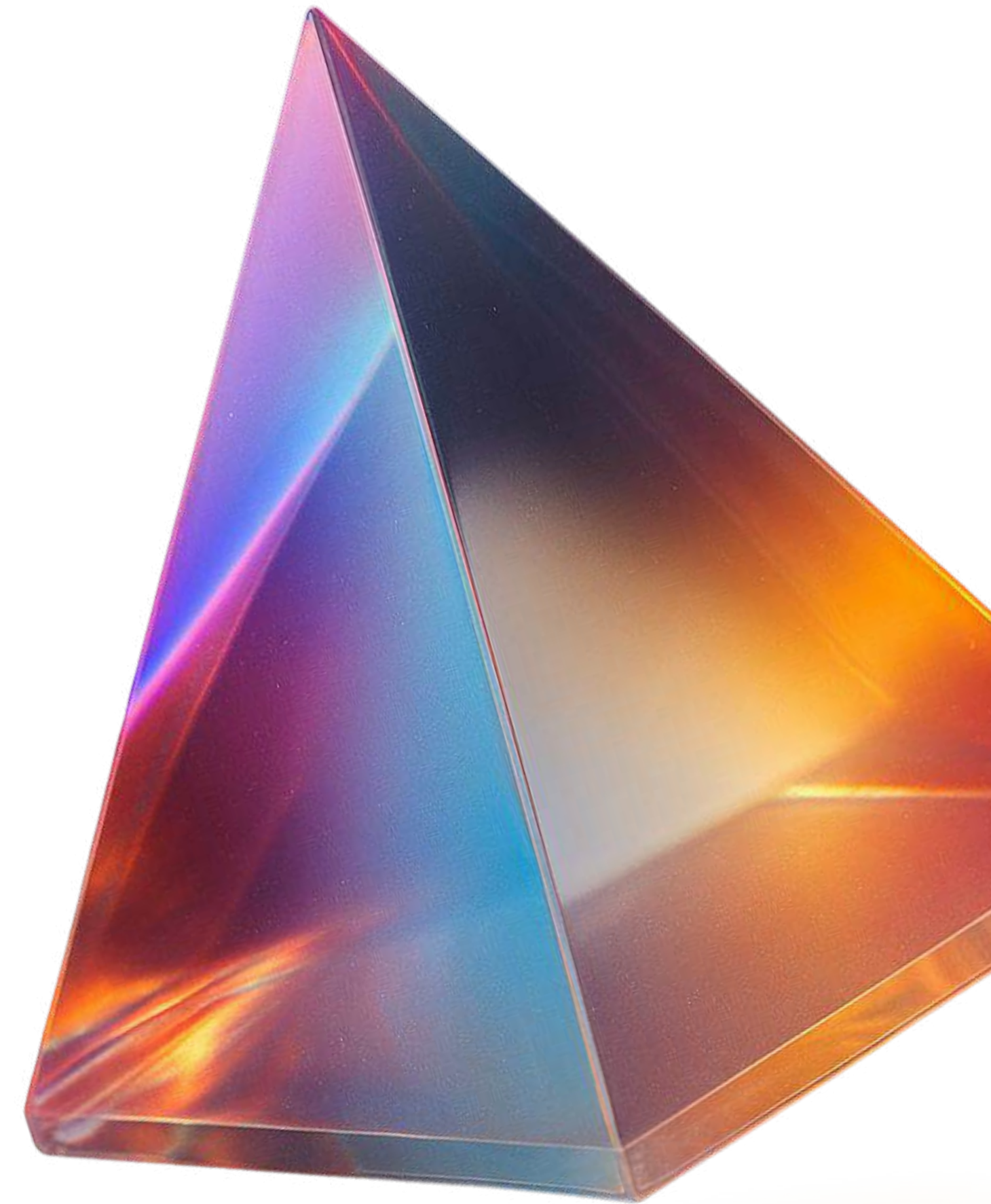
compliance achieved with internal
and external audit standards

2x

**increase in digital campaign
engagement**, driven by faster and
consistent content delivery

74%

reduction in IT dependency for
content updates, enabled by role-
based publishing workflows





Let's Help You

Delight Your Customers - The easiest way to achieve growth



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27+ Years

1000+ Professionals

45+ Countries

30+ Awards

INT. (Indus Net Technologies) is an award-winning full-stack software engineering solutions company with a pioneering legacy spanning 27 years, over 500 clients, and 11,000 plus client projects. INT. operates at the confluence of Data, technology, and marketing in the digital space.

