



WordCamp
Europe
Basel 2025

Banking on WordPress: Inside a FTSE 50 Bank's Global Platform

Jon Ang & Tom Willmot



Tom Willmot
Co-Founder, CEO

Worked with the bank's senior stakeholders on the decision to move to WordPress.



Jon Ang
Director of Enterprise Strategy

Involved as a technical person, a project manager and later the account manager.

Our Journey



Mike Little (not yet a part of Human Made!)
co-creates WordPress
with Matt Mullenweg



Tom and Joe
co-found Human
Made



WP REST API, started by
Ryan McCue.
(Merged into WordPress
Core in 2015)



PlayStation.

Altis launches, an
Enterprise WordPress
hosting platform



HARVARD
UNIVERSITY

2003

2007

2013

2017

2019

2020

Tom Willmot and Joe Hoyle build their first
WordPress sites for large
clients



Noel Tock
founds
Happytables
and joins
Human Made



**standard
chartered**

SIEMENS
Ingenuity for Life



Human Made
deploys its
fourth
development
squad



Company milestones



Key clients

A selection of our **WordPress clients**

We specialise in delivering enterprise-grade WordPress solutions for companies working in a diverse range of sectors; from digital publishers and financial institutions, through to education organisations and technology companies.



About Standard Chartered

60+

countries
covering
150 different
markets

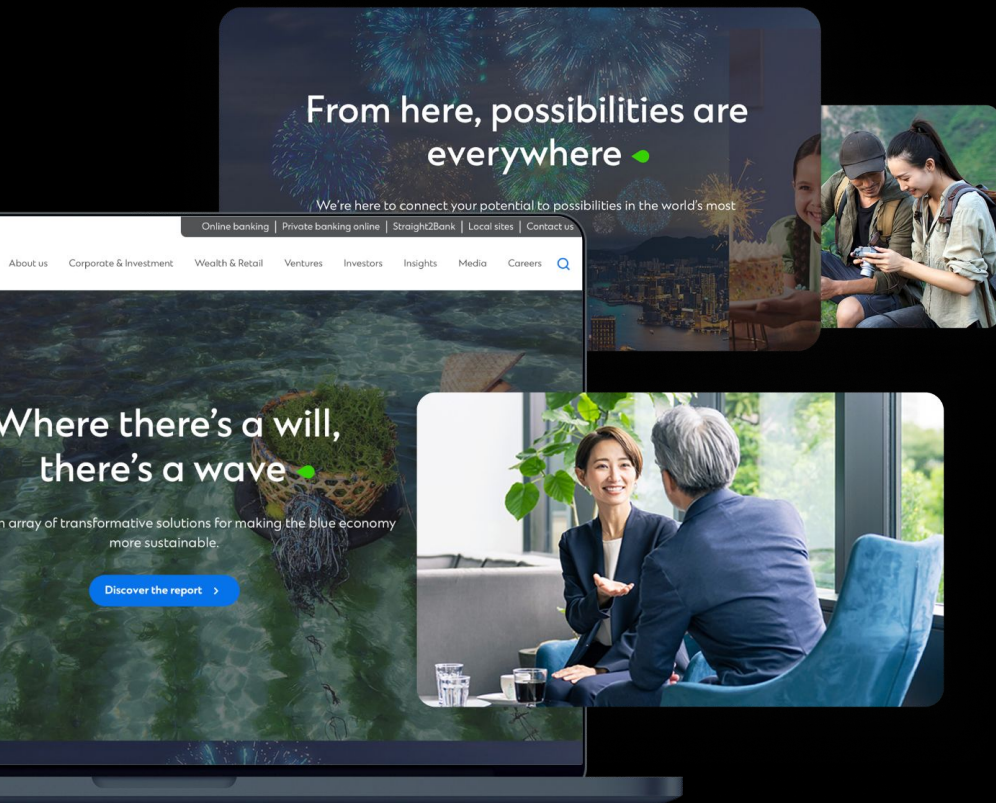
\$35.7b

in market cap

85,000

employees around
the world





About SC Platform

150+
sites

500
People publishing every day

95%
web traffic served by WordPress

1

The Unexpected Journey

Standard Chartered Cathay Mastercard

Welcome Offer: Up to
100,000 miles
for new cardholders

Enjoy as low as
HKD 2 = 1 mile
on overseas spending

Enjoy
HKD 4 = 1 mile
on dining and hotels
spending

About us

▶ Our locations ◀

We operate in 52 markets around the world. Find the location and contact details of your nearest office.

Australia

Bangladesh

Brunei Darussalam

Cambodia



The Problems To remove

- Legacy CMS was inflexible and being deprecated
- Every edit required a developer
- Local teams were blocked, global teams frustrated
- Tech cycles forced replatforming every few years
- Expensive rebuilds offered little user value
- Innovation kept getting reset instead of built on

opentext™

OpenText Team Site

Leader

Gartner Magic Quadrant



WordPress
Open Source

In 2016, very Atypical to use WordPress as a primary CMS, especially for banking institutions



Why they chose WordPress & Human Made

1

Why WordPress?

It's intuitive, extensible and cost effective.

Marketers knew it.

2

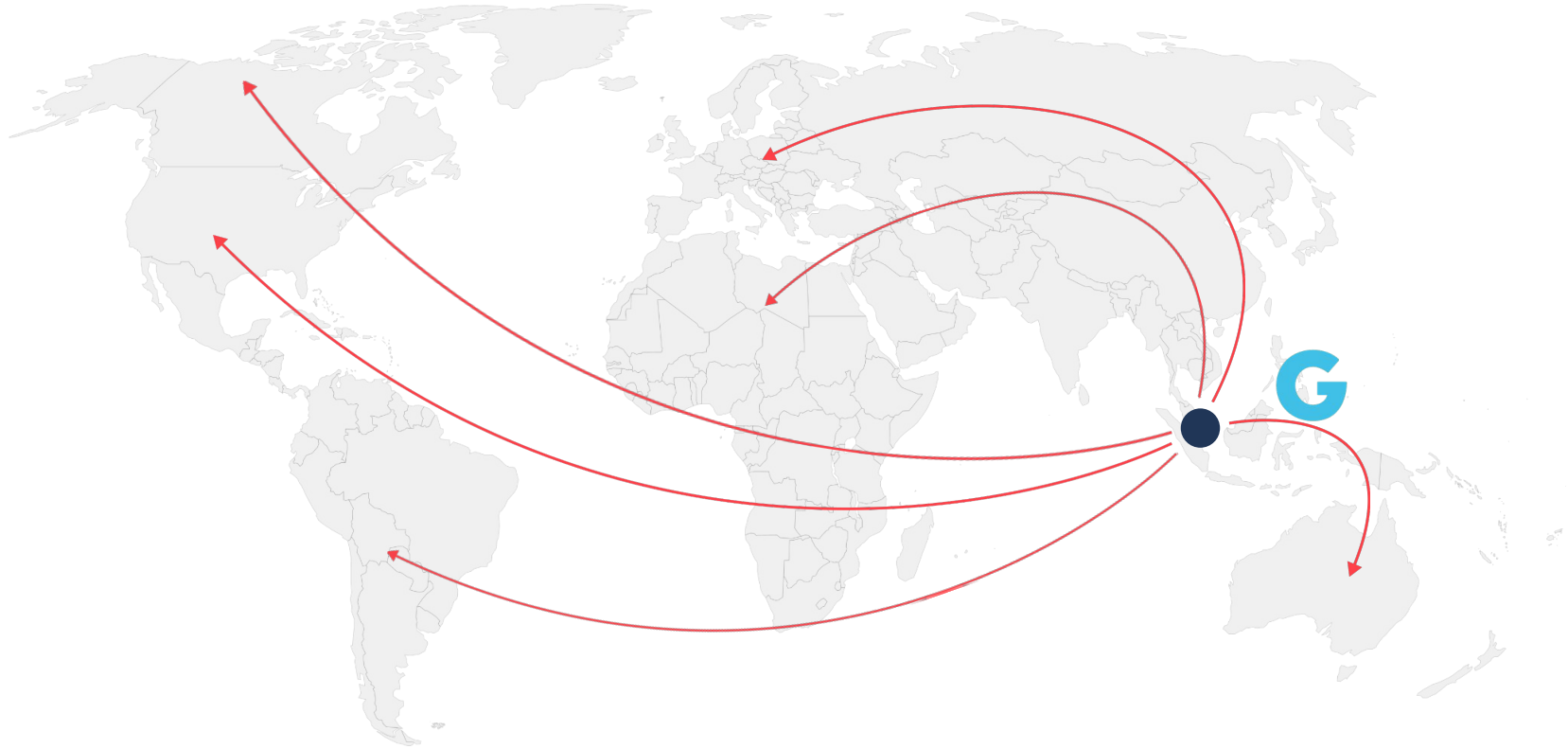
Why Human Made?

We were working on some of the world's toughest builds and adopted the cloud model in its infancy

3

The Right Fit, Together

WordPress & Human Made were scrappy, enterprise-ready, and agile enough to meet the bank's evolving requirements.





Early Wins

- Editors finally had control
- Updates shipped in hours, not days
- Confidence spread fast across the bank

Primary vs Secondary CMS

Majority of Enterprise use multiple CMSs

19%

of companies use
only 1 content
management

47%

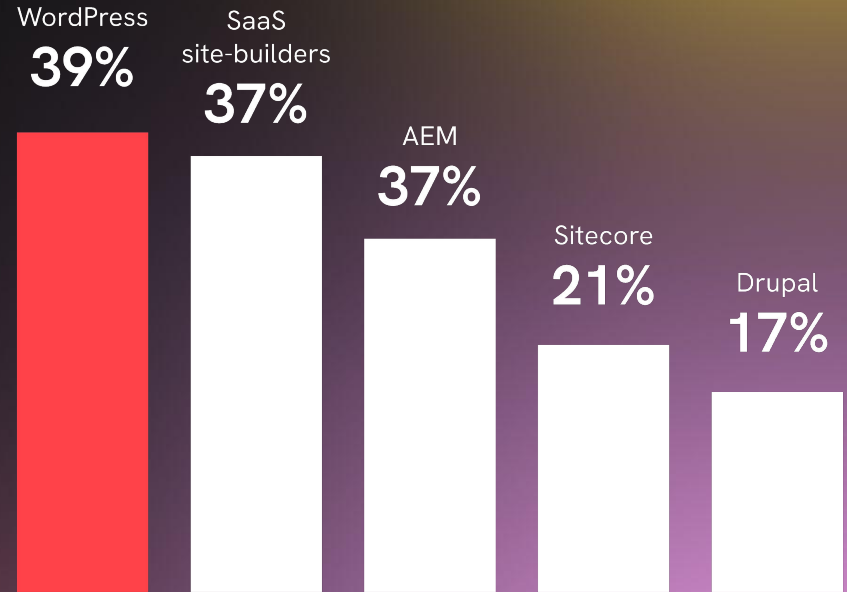
of organisations use 2 to
3 content management
systems in their work

27%

of businesses use 4
CMSs or more

WordPress is the most popular secondary CMS

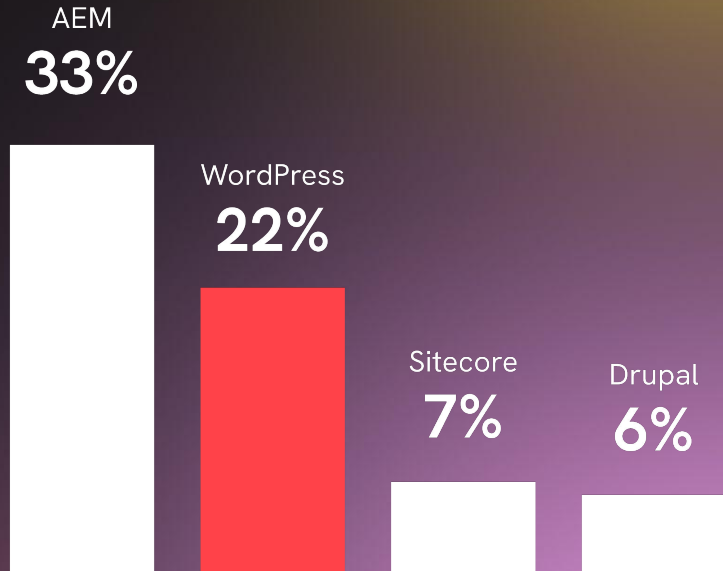
Market share



Source: "The Total Cost of Your Company Website" report.

WordPress as Primary

Market share

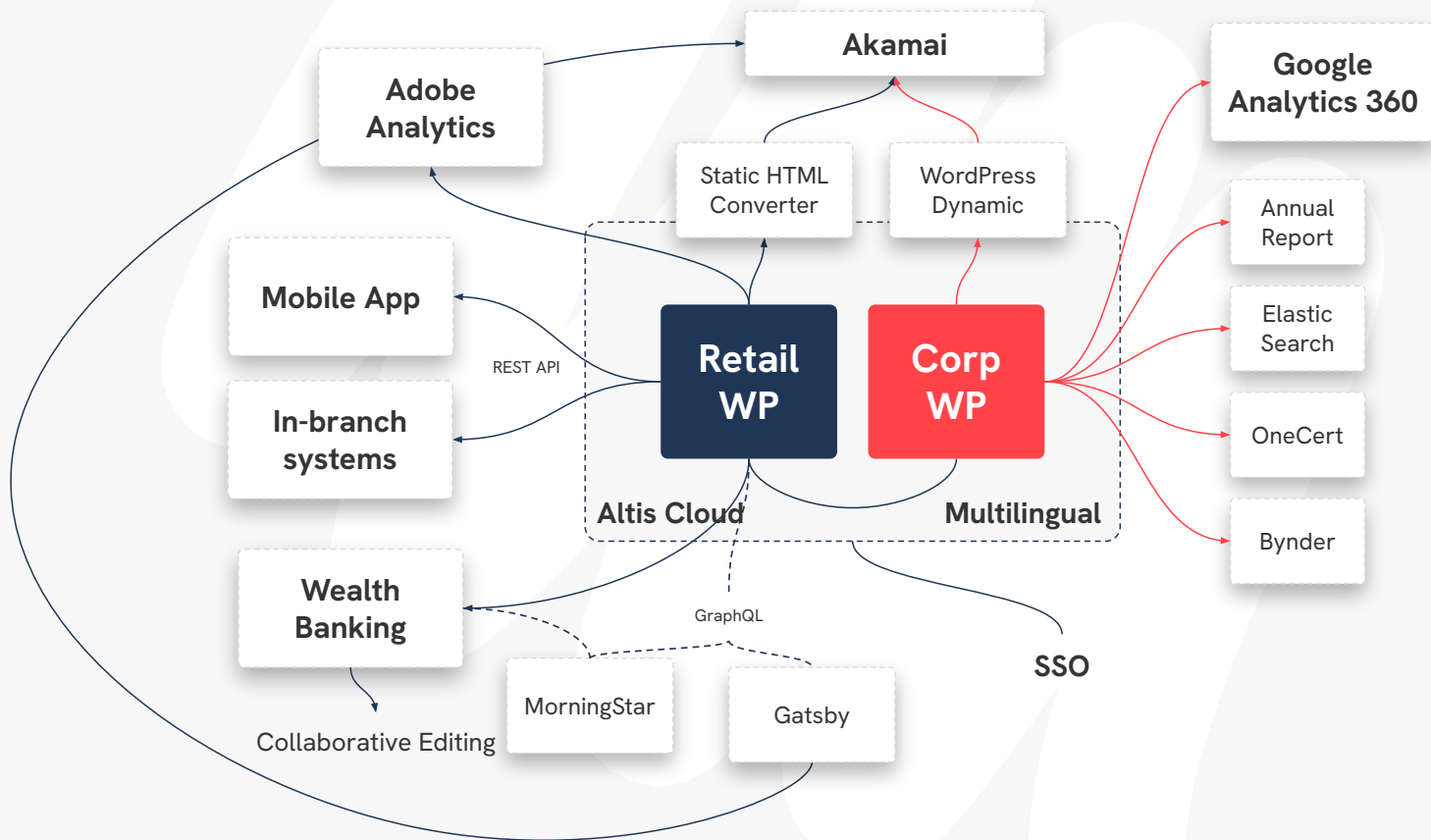


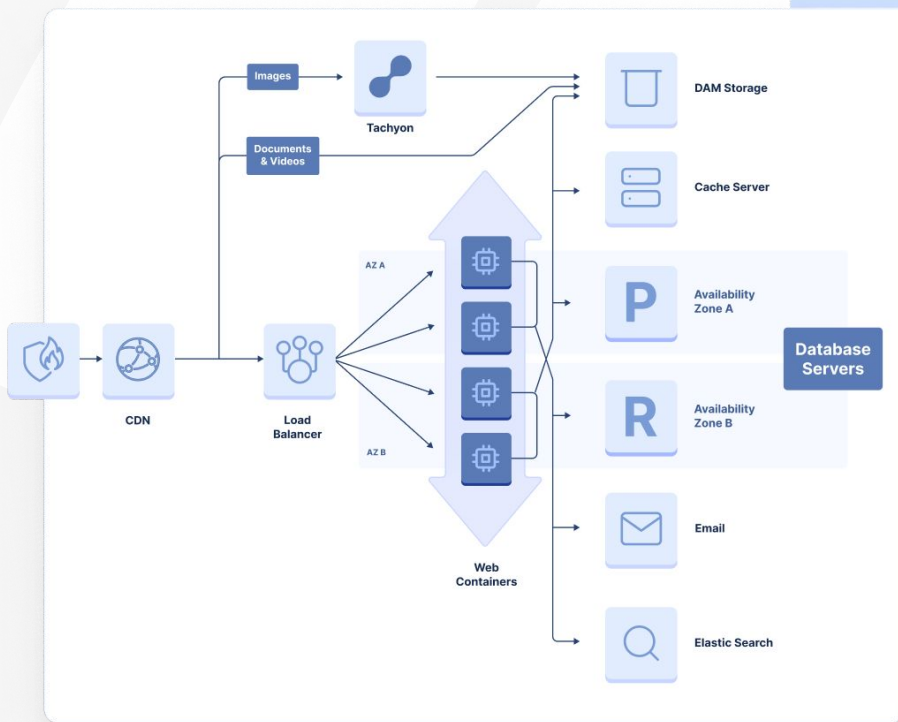
Source: "The Total Cost of Your Company Website" report.

2

Scaling the Platform





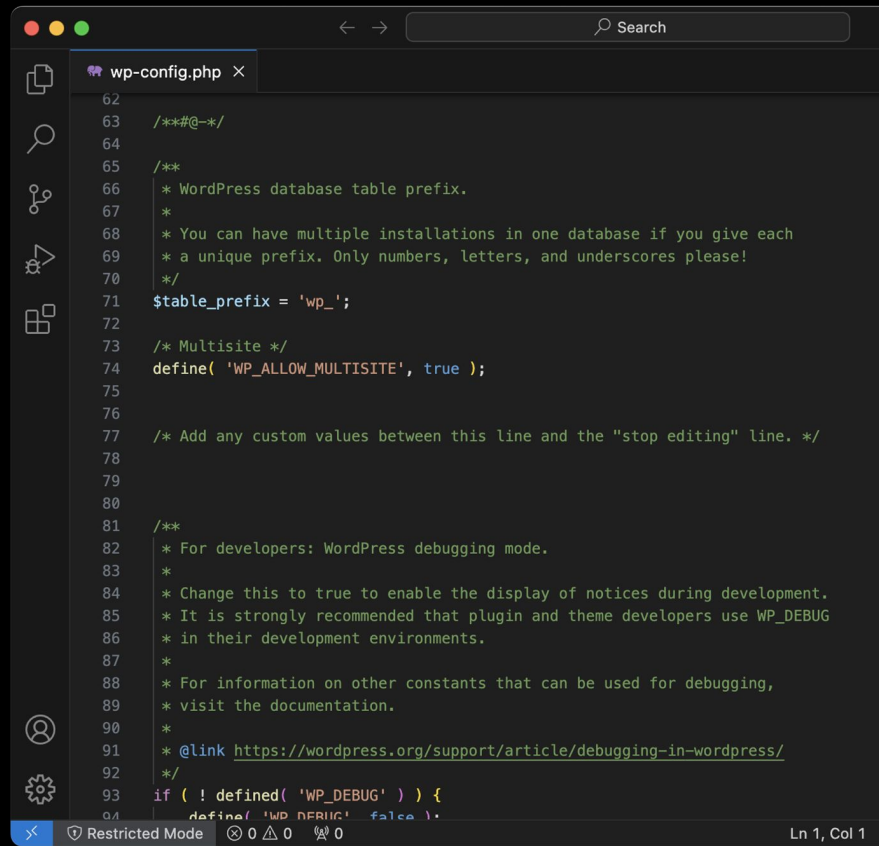


Engineering For Scale

- REST API enables frontend apps, editorial tools, and integrations
- Cavalcade handles over 100,000 background jobs per day
- Hardened, hosted and performance scaled by Altis Cloud

Governance Without Headaches

- Custom roles and permissions tuned to organisational needs
- Market-specific access without risking central control
- Every action tracked for audit and compliance reporting
- All powered by WordPress multisite



```
62
63  /**#@-*/
64
65  /**
66   * WordPress database table prefix.
67   *
68   * You can have multiple installations in one database if you give each
69   * a unique prefix. Only numbers, letters, and underscores please!
70   */
71  $table_prefix = 'wp_';
72
73  /* Multisite */
74  define( 'WP_ALLOW_MULTISITE', true );
75
76
77  /* Add any custom values between this line and the "stop editing" line. */
78
79
80
81  /**
82   * For developers: WordPress debugging mode.
83   *
84   * Change this to true to enable the display of notices during development.
85   * It is strongly recommended that plugin and theme developers use WP_DEBUG
86   * in their development environments.
87   *
88   * For information on other constants that can be used for debugging,
89   * visit the documentation.
90   *
91   * @link https://wordpress.org/support/article/debugging-in-wordpress/
92   */
93  if ( ! defined( 'WP_DEBUG' ) ) {
94      define( 'WP_DEBUG', false );
```

Restricted Mode 0 0 0 0 Ln 1, Col 1

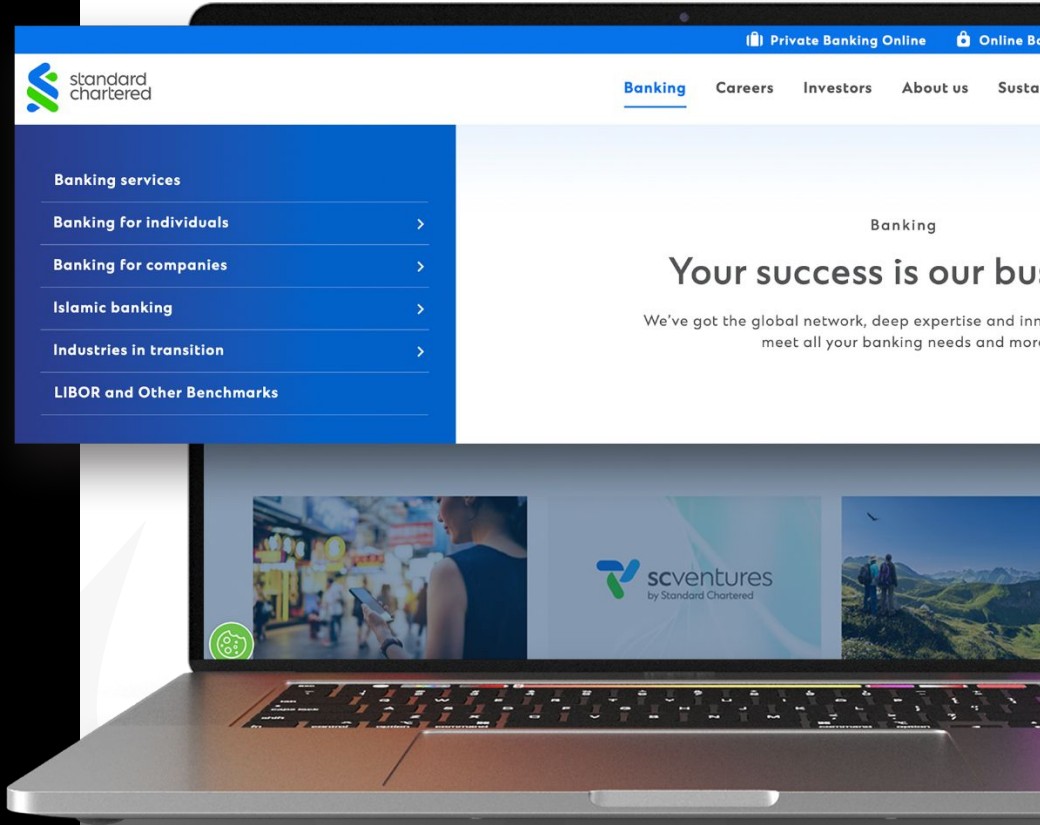


Scaling for Security

- Static-first architecture deployed across 29 markets
- Compliant with local regulations (OSPAR) and global security standards (SOC II)
- FTSE-level financial disclosures timed to the second
- Powered by Altis Cloud, audit and compliance ready

More than CMS

- Fund Library, campaign tools and calculators now run on WordPress
- Built once, reused across teams, regions and products
- Editors use one interface, developers power composable frontends
- Content is no longer a silo - it's the product backbone



Digital Experience Platforms (DXPs)?



Suite



Lock-in



Complex



Expensive

Own your Platform



Ecosystem



Open



Best-of-breed



Customise

3

Workflow Innovation



Priority International Banking

Asia's trusted international wealth manager

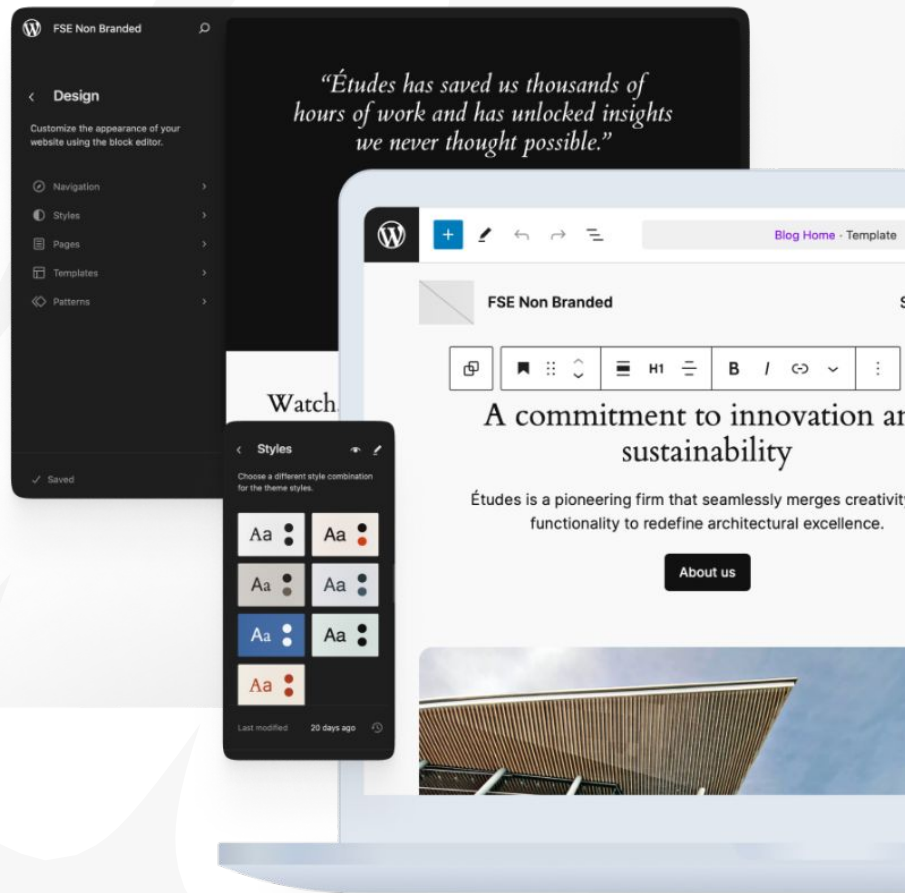
Opening up a world of wealth for you

[Open your account remotely >](#)



Block Editor As Basis

- Gutenberg adoption across the bank for consistent but flexible authoring
- Early investment in reusable components and collaborative editing
- Editorial tools modularised to support different teams and content types across regions



Extending WordPress: Block Editing + API Data

Bloomberg

REFINITIV 

CFRA



< Market views on the go

23 May 2025

Global Market Outlook

Download Report 

Data

Bloomberg Refinitiv

Primary RIC

MSFT.O

RIC identifier in shortname. Common ones include: .DXY, USD=, MSFT.O, OCDO.L

Fields

OPEN,CLOSE

Insert the fields to fetch, separated by

Foundation asset allocation models

The Foundation and Foundation+ models are allocations that you can use as the starting point for building a diversified investment portfolio. The Foundation model showcases a set of allocations focusing on traditional asset classes that are accessible to most investors, while the Foundation+ model includes allocations to private assets that may be accessible to investors in some jurisdictions, but not others.

Fig. 3 Foundation asset allocation for a balanced risk profile



Collaborative Editing, Everyday

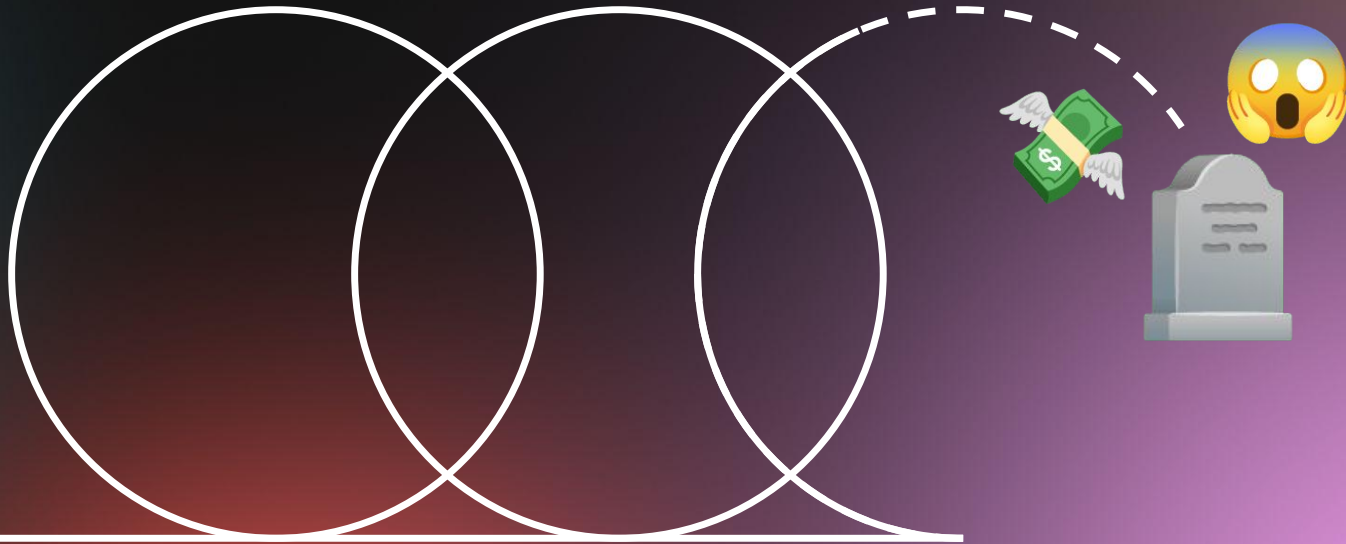


Workflows Built for People

- Publishing is tied into how the bank actually operates
- Relationship managers use live content synced to apps
- Analysts, editors and compliance all contribute in-flow
- Built to support teams, not just channels

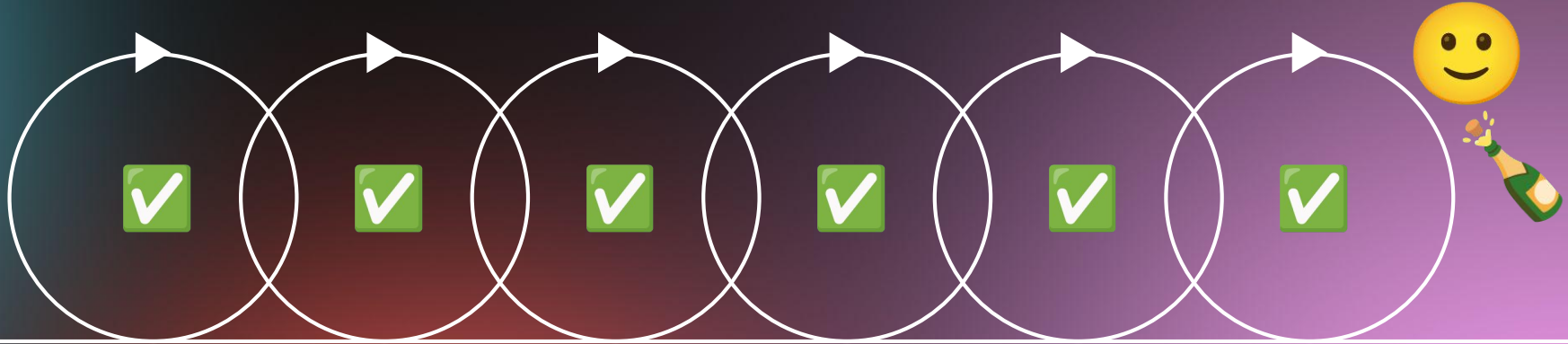
Build vs Buy

Replatforming cycles



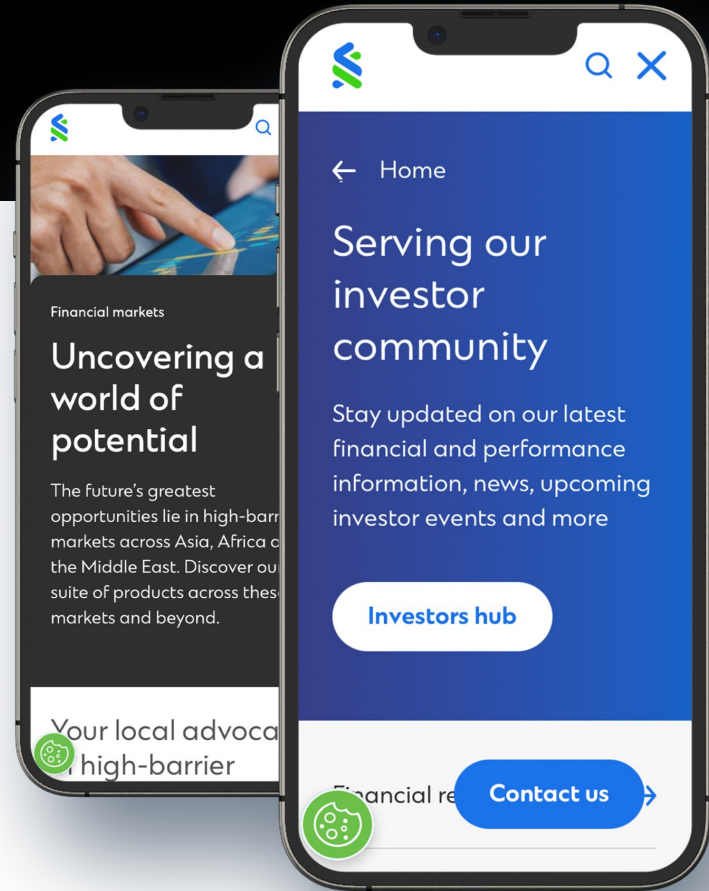


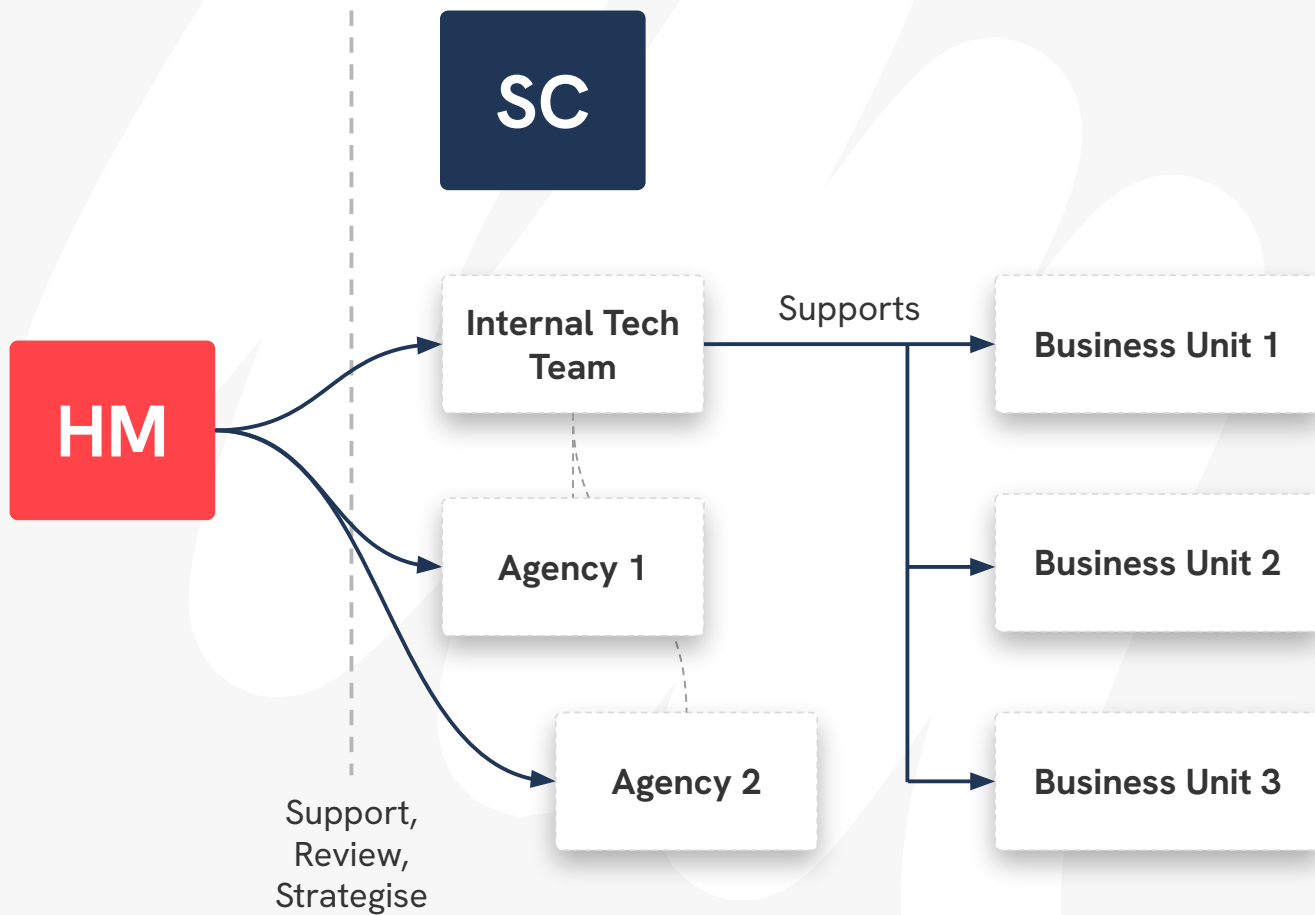
Continuous improvement



One Platform

- WordPress became SCB's central platform across regions and teams
- SCB transitioned from siloed tools to a single, composable architecture
- Fund Library, campaign sites, product pages - all now on WordPress
- Editorial agility met enterprise control





4

Key Takeaways

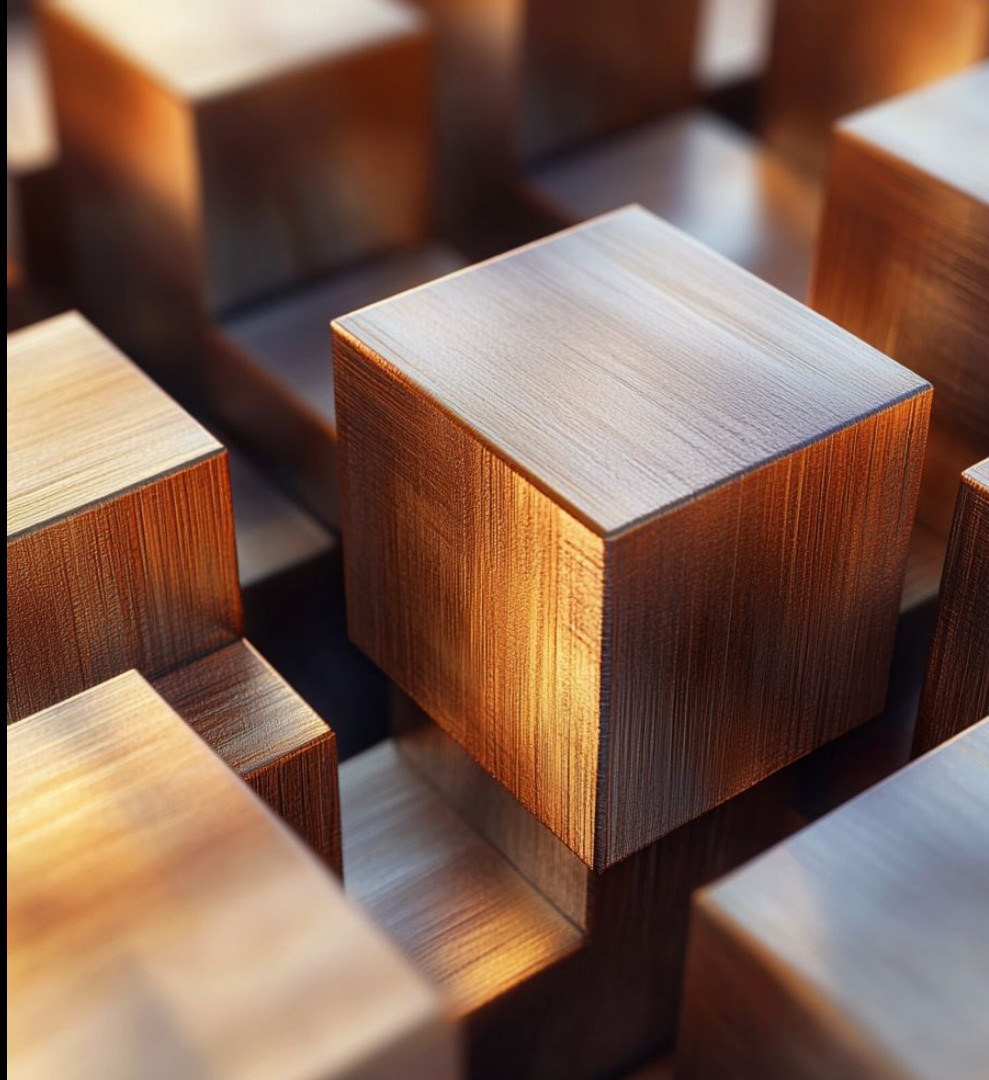


Opportunity: Primary CMS

- Many organisations already use WordPress somewhere.
- Driven by bottom-up growth.
- There's a replatforming cycle coming as people who invested in all-in-one look to make their next move.
- WordPress is composable, extendable, proven

Embracing Composability

- Monolithic systems are giving way to composable stacks
- WordPress is built for this, strong open source core platform, very flexible, can integrate with everything.
- SC used WordPress as the content engine across multiple frontends
- Editorial joy + developer freedom = modern enterprise content ops.





Open Source vs Proprietary

- Open source lets you invest in outcomes, not just software licenses.
- Innovation is faster when you're not waiting on a vendor roadmap.
- WordPress evolves with you: proprietary tools often force painful upgrades.
- SC saved significantly by consolidating spend into one evolving platform.

Empower People, Not just the tech

- WordPress gives editors the freedom to publish, developers the flexibility to build, and compliance teams control.
- Tools only succeed when they're usable by the whole organisation.
- Success came from aligning tech with people, not just requirements.





WCEU 2025

Thank you!

humanmade.com/wceu

