

Private Bank Pampers Their Customers With New Portal

Overview

Description

- ✓ Customer Portal

Software

- ✓ IBM WebSphere Portal Extend

Benefits

- ✓ Provides a scalable and flexible portal
- ✓ Enables customers to manage funds online, transfer money and complete reallocations
- ✓ Allows the bank to meet growth needs and reduce cost of ownership

Client Background

Private Bank that operates in more than 25 countries worldwide while catering to 25,000 clients globally, including a third of the world's billionaires. The Company, ranks Best for Private Banking Services in North America and Latin America, and number two in Asia, delivers integrated financial strategies to the wealthiest 1% of the population.



Business Problem

With Private Banks' customers requiring top-notch experiences, this client strives to bring the highest level of service to their most prestigious customers. In an effort to provide excellent service to existing customers and enhance growth in this hyper competitive market, this Company sought to maximize the customer's experience with an impressive user interface and exciting new features. In turn, the Company hopes to maximize the quantity of customer assets managed by the firm.

The current site, built on WebLogic Portal, was 10 years old outdated in the world of portal technology. The application — originally intended for domestic quotes — evolved into a much more sophisticated system deployed in multiple countries in multiple languages around the globe with each implementation tailored to country nuances. Given that Portal technology in the 90's had yet to reach maturity, the client had written endless lines of code in order to achieve their requirements. A decade later, the code was extremely complex, incapable of modification, and suffered from performance issues and maintenance challenges.

Solution

The Private Bank began to consider migrating from the Company's existing WebLogic environment to WebSphere Portal and Prolifics was brought on board to analyze their current application. While a migration was deemed "impossible," Prolifics, known for its portal expertise, offered the solution the Customer was looking for to achieve a scalable, flexible and first rate customer site - a brand new portal built from ground up. Building on WebSphere Portal, inefficiencies were immediately and noticeably reduced. As an example the original portal had 350 portlets in their environment while the new Portal infrastructure targeted a streamlined 25. The dramatic reduction promises significant savings in future maintenance costs.

WebSphere Portal 6.5 solution offers the Customer a robust platform and transaction support to the previously content only website. Customers will be able to manage their funds online, transfer money and complete reallocations. Other enhancements include self-service capabilities, a customized user

(Continued on page 2)

experience, multilingual support and sophisticated role-based security for authentication and authorization. Gaining faster performance, advanced functionality, and a better UI with the new portal, the Company will benefit from a modernized solution that can grow and scale with their needs. Ultimately, the application will help the Company sustain and increase its portfolio of clients while reducing their overall cost of ownership.

About Prolifics, a SemanticSpace Company

Prolifics is the largest systems integrator specializing in IBM technologies. Having garnered awards for its solutions and technical excellence across IBM's entire software portfolio, Prolifics provides expert services including architectural advisement, design, development and deployment of end-to-end SOA, Portal and Security solutions. SemanticSpace, Prolifics' parent company, is a global IT services firm providing application development, testing, application maintenance and outsourcing services. Bringing over 30 years of experience and a strong global presence across the US, Europe and Asia, the SemanticSpace companies offer clients end-to-end services combined with the market's most seasoned and skilled consultants and the dedicated care and attention that comes from a highly-specialized, boutique company. By combining application frameworks, prebuilt components, custom development expertise, a governance framework and a blended shore model, we help organizations decrease risk in complex software development and deployment investments, improve time to market and increase success of business strategy execution.



SEMANTICSPACE

e: solutions@prolifics.com www.prolifics.com
u.s. headquarters: 114 west 47th street new york new york 10036 USA t: 212.267.7722 or 800.458.3313 f: 212.608.6753
new york city orlando boston philadelphia washington dc san francisco london hamburg hyderabad