

Case Study



Implementing a suite of Web-based Solutions for Private Wealth Management

Abstract

A Financial Services institution engaged with Infosys to implement a suite of web-based wealth management solutions. Using Infosys' Portal, Content and Collaboration services, the client consolidated multiple applications into a single solution, thereby creating a relationship enhancing web presence. The solution's superior customer experience reflected in improved customer satisfaction.

Background

The client is a Financial Services institution providing asset management services to corporations and high net worth individuals. The services include wealth management, investment management and private banking. The client desired to leverage information technology to provide *impetus to business growth* and *enhance its competitiveness*.

The client initiated a program to create a portal-based solution to address the Wealth Management domain. The key objectives included:

- Create a single view of the customer
- Enable its customers to actively participate in the management of their assets
- Integrate all existing web channels into a *single, best-in-class* solution, aligned with organization objectives, to deliver superior customer services
- Improve decision making by eliminating functional gaps in reporting
- Reduce the cost of systems by eliminating system proliferation (due to systems acquired through various mergers and acquisitions)

The success of the program depended on enabling a common understanding of the system among multiple stakeholders and addressing the following challenges:

- Create a commonly understood and accepted definition of the customer
- Consolidate information and products across different *banking, wealth management* and *brokerage* systems
- Enable collaboration between wealth managers and customers

Infosys Solution

The client engaged with Infosys to develop the program. Infosys adopted its Global Delivery Model to deliver the program over three releases. The highlights included:

- Defining a portal architecture to consolidate existing portals and applications
- Ensuring the portal architecture complied with other enterprise-wide initiatives for security, content management and user experience
- Defining an integration approach to accommodate the existing disparate applications; Aggregating and transforming data from over a *million* transactions
- Creating a seamless customer experience and access to information across applications and sites using single sign-on
- Improving information delivery by implementing a content management tool
- Enhancing reporting capabilities by creating a reporting wizard for ad-hoc reports
- Creating a relationship dashboard to enable a single view of the customer across products and services
- Implementing new transactional capabilities
- Enabling *personalization* to allow customers to tailor the experience to suit their needs
- Providing tools such as alerts, secure messaging, co-browsing to increase communication and collaboration with customers
- Implementing advanced security features based on roles and two-factor authentication using RSA SecurID
- Creating a site administration facility covering user management, logging, web analytics etc.



- SUN Solaris
- Oracle 9i
- IBM WebSphere Application Server, IBM Portal Server, iPlanet Web Server & SUN One LDAP Server
- Reporting – Business Objects and Crystal Reports
- Interwoven
- Spring Framework, JSF, JSR-168 Portlets
- SiteMinder and Oracle COREid

Benefits to the client

The client successfully met the stated objectives of the engagement. Key benefits included:

- Enhanced functionality and usability leading to *improved customer satisfaction*
- Adhered to brand guidelines and provided a common brand experience across applications
- Better customer relationship management
- Improved marketing efficiency by providing a single, comprehensive view of the customer
- Reduced IT cost due to application rationalization and ease of maintenance



For more information, contact askus@infosys.com

About Infosys

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