

WebSphere® software

SKWB Schoellerbank creates rich portal experience for wealthy customers.

Overview

■ Challenge

Introduce customizable banking portal to improve service to high-net-worth banking customers

■ Solution

Mybank, online banking portal created with IBM WebSphere® Portal

■ Why IBM

WebSphere Portal won over competitors based on performance, security, maintenance considerations and IBM's ability to provide a complete solution

■ Key Business Benefits

Faster than anticipated completion of portal with more than 30 portlets; most feature-rich portal among Austrian bank portals, leading to projected expansion of customer base

■ Business Partner

ARZ Innsbruck



To satisfy its discerning clientele, SKWB Schoellerbank strives to make sure that all its channels, including its mybank banking portal, meet the highest standards of service.

The unofficial global club of millionaires currently has 7.2 million members. They hold a combined total of \$27 trillion in liquid financial assets, and this sum is expected to grow by more than one-third by 2005¹. Financial institutions such as the Austrian private bank SKWB Schoellerbank AG (SKWB Schoellerbank) cannot afford to ignore such figures and have been intensifying their efforts to sell profitable wealth management services to this market.

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– Wolfgang Gernot Bauer, Manager,
Internet Division, SKWB
Schoellerbank AG

e-business—redefining the competitive environment in your favor

Key Components

Software

- IBM WebSphere Portal Enable Edition, Version 1.2, including:
 - IBM WebSphere Application Server, Advanced Edition, Version 3.5
 - IBM DB2® Universal Database™ Enterprise Edition, Version 7.1
 - IBM SecureWay® Directory
- IBM Lotus® Notes®

Servers

- IBM RS/6000® SP® Model 9076
- IBM @server zSeries™

Services

- IBM Global Services

The 500 employees of SKWB Schoellerbank (www.skwbschoellerbank.at) deliver expert advice and prompt, personal service to meet the needs of the bank's customer base, which consists of 35,000 high-net-worth customers. In addition to offering investment funds and financial planning services, SKWB Schoellerbank considers its Web-based banking service an essential channel for fully servicing its customers.

Seeking ways to improve its online service, SKWB Schoellerbank polled its customer service representatives to see what kind of online services customers wanted. The representatives replied that customers wanted to access all of their desired financial tools from a single Web site. "We had created targeted online services, such as realtime stock prices and investment information and analyses," explains Wolfgang Gernot Bauer, manager of the Internet division at SKWB Schoellerbank. "But these services were scattered over ten sites, which was cumbersome for our customers to manage. In addition to a single site, customers were also requesting new tools, such as virtual portfolios for modeling investment strategies."

Having decided to create a customizable portal, the bank began to evaluate portal software products, including BEA WebLogic Portal, IBM WebSphere Portal and the open-source solution from Jetspeed. The bank also considered writing its own solution. Based on performance, security, maintenance costs and IBM's ability to provide a complete solution, SKWB chose IBM WebSphere Portal Enable Edition, Version 1.2. IBM Business Partner ARZ Innsbruck, the bank's independent computing center, came to the same conclusion after conducting its own evaluation. IBM Global Services—Business Innovation Services created the portlets, and along with ARZ, integrated them with the bank's existing IBM @server zSeries systems.

"Thanks to the IBM WebSphere Portal solution and IBM's ability to provide a total solution including software, servers and services, we completed this project much sooner than I expected."

—Wolfgang Gernot Bauer

To host the portal, ARZ needed to implement an entire Internet infrastructure in time for completion of the project. IBM acted quickly to provide ARZ with IBM RS/6000 SP systems, which supply the high-performance processing power to run numerous firewalls, multiple proxy servers, load balancers and several tiers of portal software. "The people from IBM were an excellent team, working with us and ARZ to coordinate the project," says Bauer.

"This was one of the biggest IT projects that SKWB Schoellerbank had ever undertaken," he continues. "Thanks to the IBM WebSphere Portal solution and IBM's ability to provide a total solution including software, servers and services, we completed this project much sooner than I expected."

Productive division of labor

With more than 30 portlets, mybank, the new SKWB Schoellerbank portal, is the most feature-rich bank portal in Austria. While some of the portal's features had existed previously as stand-alone Web-based services, many were new and needed to be developed, making this a formidable task.

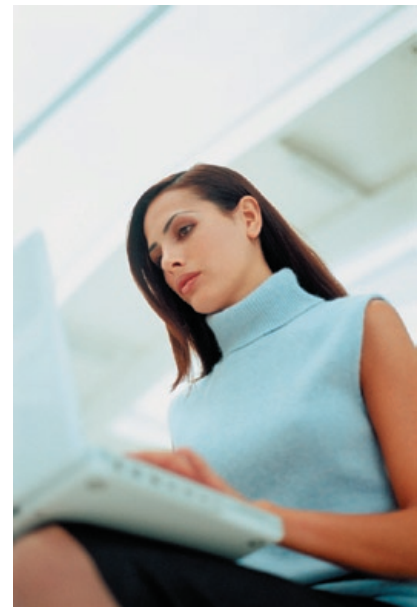
Developers from IBM Global Services created multiple portlets in parallel to speed up the process, allowing the portal servlet itself to manage the overall presentation. "WebSphere Portal provides a logical roadmap to portal development as well as a rich portal experience," says Bauer.

An all-IBM solution

The portal consists of a customizable home page containing the user's selection of tools and resources, which include online banking, worldwide news sources, currency exchange rates, SKWB Schoellerbank investment analyses, investment account modeling software and realtime stock prices. The user merely clicks on a portlet to launch the application presenting the desired information. IBM technology integrates the bank's disparate systems into a unified mechanism, putting information where it is needed.

"IBM and WebSphere Portal have helped make us the premier banking portal in Austria. With mybank, we're providing outstanding service that will help us to continually enlarge our customer base."

—Wolfgang Gernot Bauer



IBM WebSphere Portal enables mybank users to choose the features they want on their personal banking page.

The IBM WebSphere Portal software includes IBM WebSphere Application Server, Advanced Edition, Version 3.5 to run the Java™ code, IBM DB2 Universal Database Enterprise Edition, Version 7.1 to manage user data, business rules and other portal information, and IBM SecureWay Directory for secure user-group administration. The bank is currently upgrading its solution with WebSphere Portal, Version 4.1.

Essential core services for most users include account access applications, providing details about balances, withdrawals, deposits and loan payments. To access account information, ARZ had to integrate the portal with DB2 applications on the zSeries mainframe using XML messages. "The support for Java programming and XML provided by WebSphere Application Server made it possible for us to leverage our backend systems to give our customers the outstanding service they expect and deserve," says Bauer.

To provide online stock prices, IBM Global Services embedded an HTTP link to the bank's Teletrader stock price server. Using XML and extensible stylesheet language (XSL), IBM also leveraged the bank's existing IBM Lotus Notes content management system for published research and analysis.

To enable guided selling based on past transaction history and facilitate the collection of statistics for business intelligence, the bank integrated the portal solution with its UNIQUARE customer relationship management (CRM) system. Enterprise JavaBeans (EJB) running in WebSphere Application Server access the UNIQUARE application when customers work with the mybank portal. Also operating from the CRM system is an e-mail feature enabling secure communication between the customer and the customer service representative.

Growing the customer base

The mybank portal is currently serving SKWB Schoellerbank's existing customer base. Meanwhile, Bauer is confident that the portal will attract other affluent individuals and help convert them to SKWB Schoellerbank customers.

"The solution is designed to be used by as many as 50,000 users," says Bauer, "and it is scalable to serve even more. We already have a fine reputation for fund performance and analysis and now, IBM and WebSphere Portal have helped make us the premier banking portal in Austria. With mybank, we're providing outstanding service that will help us to continually enlarge our customer base."

For more information

Please contact your IBM sales representative or IBM Business Partner.

Visit us at:

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For more information about ARZInnsbruck, visit:
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¹World Wealth Report 2001, Merrill Lynch/Cap Gemini Ernst & Young

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