

eDynamic successfully develops an Integrated Web Portal for Saigon Securities Incorporation (SSI) on Sitecore Content Management System (CMS) Platform

About Client

Founded in 1999, SSI (www.ssi.com.vn) provides a wide range of financial services in Vietnam. The company primarily offers brokerage, securities trading, finance and investment advisory, underwriting for share issues, fund management and investment portfolio management, treasury, and custodian services. It also leases equipment and information. With a wide range of services, SSI serves a diversified client base including:

- ▶ Current Customers of SSI: local/foreign organizations and individuals
- ▶ Existing /Potential Shareholder of SSI
- ▶ Expert of Stock analysis
- ▶ Job seekers
- ▶ SSI staff
- ▶ Press
- ▶ Governing agents: SSC, MOF
- ▶ Public
- ▶ Competitors

Objectives

SI recognized a need for a new integrated portal website:

- ▶ to provide their clients and stockholders a medium to explore market and make transactions.
- ▶ to provide online stock research reports to users and stock analysts.
- ▶ to integrate their various sub site/business sections (Security Services, Asset Management, Investment Banking, Research) under one branded roof.
- ▶ to present their audience with a new brand image with breakthrough usability and advanced functionality.
- ▶ to implement a content management system that will allow authorized SSI personnel to modify and maintain content across the Web sites and pages.

Scope of Work

- ▶ Migration from DotNetNuke4 to Sitecore CMS
- ▶ Content and data migration
- ▶ Implementation of Sitecore CMS
- ▶ Development of holding website and following sub-domains
 - ▶ Stock Services site, SSIAM (Asset Management), SSI IB (Investment Banking) and Investor Relations
- ▶ Create site and sub-domains in following languages
 - ▶ Vietnamese, English, Japanese and Chinese
- ▶ Personalized sections for stockholder's , individual/ institutional clients
- ▶ Generate site analysis report
- ▶ Provide online stock research reports

Site Analysis



The screenshot shows the Saigon Securities Inc. website with a red and white color scheme. The header includes the SSI logo and the tagline "Empowering Investors". The main navigation menu includes Home, About SSI, SSI Services, Market Information, E-Trading, Research, Investor Relations, and SSI Support. The page content is divided into several sections:

- HOSE Realtime Quotes:** Features a line chart for the VNINDEX Daily 8/14/2009, showing a peak around 500 and a current value of 506.99 with a 0.68% increase.
- HASTC Realtime Quotes:** Features a line chart for the HASTCINDEX Daily 8/14/2009, showing a peak around 180 and a current value of 157.18 with a 0.49% decrease.
- HOSE NEWS:** Lists recent news items such as "PPC - Business result in July 2009", "CII - Grinling International Limited sells 1,247,650 shares", and "VFMVF1 - Vietnam Enterprise Investments Ltd. sells 1,455,550 fund certificates".
- HASTC NEWS:** Lists news items such as "SD8 - Insider shareholder's relative registers to sell 1,300 shares", "SD8 - changing of staff", and "PSC - 28 August 2009 - The record date for paying 2009 cash dividend, ratio of 9%".
- World Stock Indicate:** A table showing market indices and their changes.

Market	Index	Change	% Change
FTSE 100	4,671.34	-50.86	-1.08

- ▶ Site did not facilitate a quick understanding of SSI's value proposition.
- ▶ Dated site design, did not reflect corporate identity of a financial leader.
- ▶ Though the site offered ample information, but in unstructured format.
- ▶ It was difficult for users to find the information relevant to them.

Challenges

- ▶ **Lack of alignment with User Needs:** Their previous website did not provide any differentiation of experience to meet the different needs of distinct sectors of target audience and also, there was no structured format to display real time quotes available in their previous system.
- ▶ **Inefficient Content Management:** The system was on an existing .NET CMS called DotNetNuke. Another major challenge in this project was to migrate the entire content from the existing sub-sites/business sections, including Securities Services, Asset Management, Investment Banking & Investor Relations, to one integrated CMS platform. The entire content was to be migrated in 4 languages.
- ▶ **Unstructured format to displaying real time quotes:** There was weak interaction points between the SSI website data and the Market data that need to be displayed.
- ▶ **Integration:** Seamless integration of transaction payment processing & live quotes for securities with new integrated Web portal was another challenge.

Our Approach

Requirements Analysis

- Identify the gaps in the requirements
- Fill the gaps by getting solution and updating the requirement document
- Did analysis to understand the functionality of system

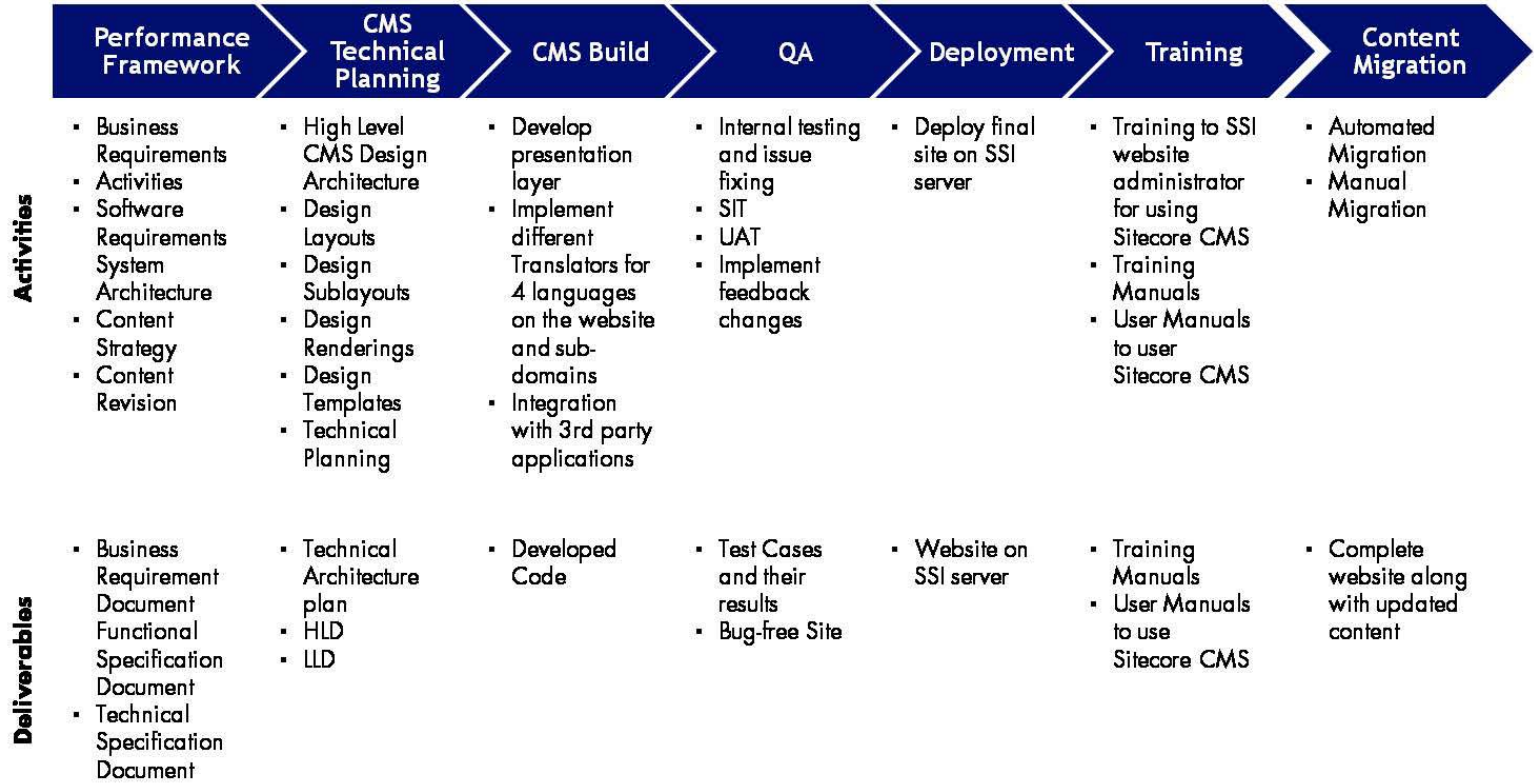
Solution

- Provided an integrated Web portal solution on CMS with requisite technology architecture
- Provided the workflow for the suggested system
- Created a solution for seamless integration with other transaction systems, payment gateway, real time security quotes
- Created a content migration plan for 4 different languages from Dot NetNuke to Sitecore CMS

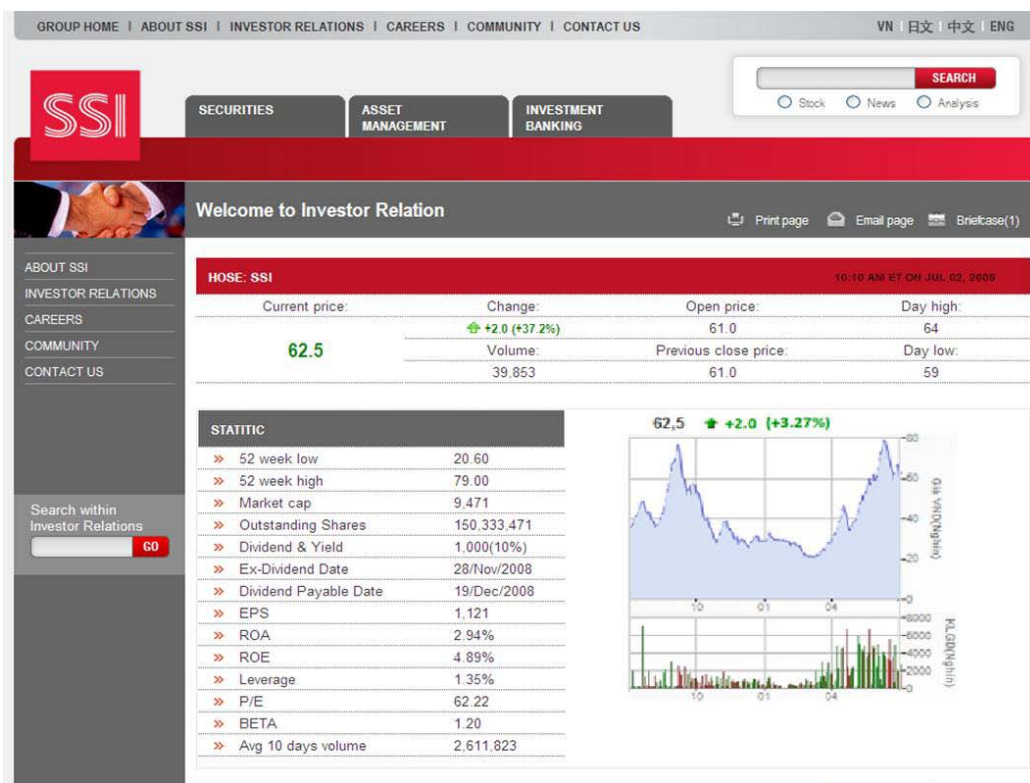
Training

- Training to SSI website administrator for using Sitecore CMS
- Training Manuals
- User Manuals to user Sitecore CMS

Implementation Process

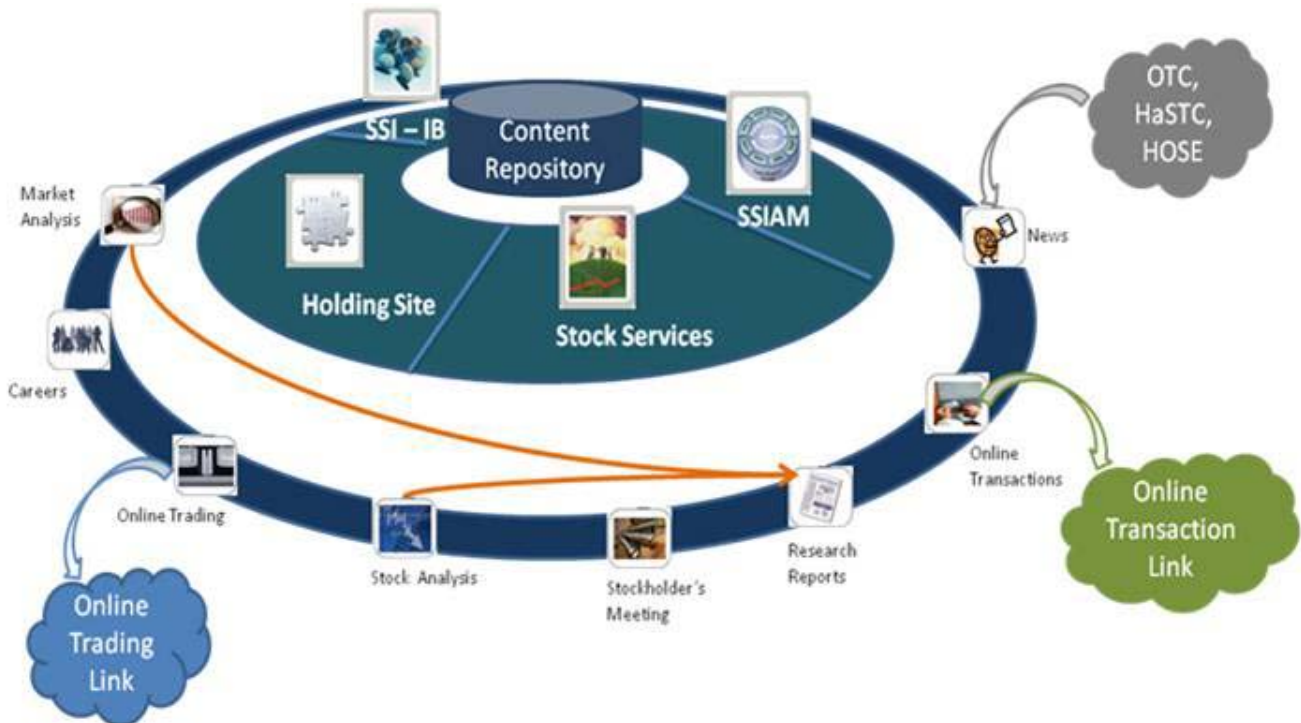


Solution



- ▶ Quick Search based
- ▶ Site focused around needs of target groups: Prospects, customers and referrers
- ▶ Page design and intuitive navigation guide user experience online
- ▶ Flexible page layouts and implementation of CMS allow site content to be kept current

Site Architecture



Key Technologies Used

Key technologies used in this project are as follows:

- ▶ Sitecore CMS
- ▶ SQL Server 2005
- ▶ DotNetCharting (Graph tool)
- ▶ .Net 3.5 framework

Benefits

- ▶ An attractive new site with a progressive, fresh aesthetic. It shows stock data through dynamically generated graphs, which makes it even more intuitive.
- ▶ Improved layout and content strategy focused around user needs, more efficient online experience for prospects.
- ▶ The new website has integration with their internal database via web services and it has workflows for the site users as well as for the site administrators.
- ▶ Intuitive navigation and clear user paths to critical information.
- ▶ Streamlined site structure, effective organization of content-heavy site.
- ▶ Ability to update site content quickly and easily through CMS.
- ▶ An integrated Web portal catering to different audiences for sub businesses of SSI.

About eDynamic

Established in 1999, eDynamic is a Global Web Solutions Firm. We are a one stop shop for Web solutions offering a wide range of services including web and enterprise content management, portals, web design/user experience, online marketing, custom application development, business intelligence and managed services. We blend strategy, technology and creativity to deliver integrated, fully customized business solutions, and partner with our clients for cornerstone strategies and critical web initiatives.

eDynamic's services for Sitecore includes consulting, strategy & roadmap, end-to-end, cost effective implementation, .NET development, migration from existing content management systems to Sitecore, version upgrades, application outsourcing, maintenance, support & training. We offer end-to-end Sitecore solutions for corporate websites, intranets, ePublishing, portals, knowledge management, social media. With proven expertise in executing multiple Sitecore projects since 2004, a large pool of Sitecore certified consultants and global reach, eDynamic can be your ideal Sitecore solutions partner.

eDynamic has a flexible delivery model that is driven by agile methodologies & a cutting edge technology resource base. Through our offices in New York, Phoenix, Los Angeles, Toronto, Dubai, and New Delhi, we are serving **W/ECM Customers** such as:



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eDynamic's Expertise in Sitecore CMS

eDynamic has been a Sitecore Partner for North America, the Middle East and India since 2004. Here is why our Clients have been choosing us for Sitecore implementations:

- ▶ **Sitecore Expertise:** Our expertise on Sitecore stems from our rich pool of certified Sitecore developers & solution architects that have successfully delivered on multiple Sitecore client engagements. We offer end-to-end Sitecore expertise - Consulting, Implementation & Managed Services.
- ▶ **Global Scale:** We are a truly global Sitecore partner with offices in the US, Canada, the Middle East & India where we have large, certified Sitecore teams to serve clients.
- ▶ **Cost Effective Delivery Models:** Our clients claim to have saved up to 60% in development costs with our flexible delivery models based on local and/or offshore resources.
- ▶ **Proven Success:** We have been implementing Sitecore successfully for Fortune 500s such as New York Life, Aviva, PepsiCo among many others since 2004.

eDynamic offers end-to-end Sitecore content management solutions for:

- ▶ Corporate Websites
- ▶ ePublishing
- ▶ Knowledge Management
- ▶ Intranets
- ▶ Portals
- ▶ Social Media

eDynamic's Sitecore Services include:

- ▶ Consulting and Strategy
- ▶ .NET development
- ▶ Consulting and Strategy
- ▶ Application Outsourcing
- ▶ Migration from existing content management systems to Sitecore
- ▶ End to end, cost-effective implementation
- ▶ Version upgrades
- ▶ End to end, cost-effective implementation
- ▶ Maintenance, Support and Training

For more information on eDynamic's expertise in Sitecore, refer to the link below:

www.edynamic.net/home/Services/ITServices/Contentmanagementsystem/Sitecore.aspx

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