



Dexia Private Bank (Switzerland)
Geneva, Switzerland
www.dexia-pb.ch

Industry:

Financial Services

Annual Revenue:

US\$2 million to \$100 million

Employees:

179

Oracle Products & Services:

Oracle Application Server
Oracle Portal
Oracle Discoverer
Oracle Forms and Reports
Oracle Identity Management

Oracle Partner:

Serial
Geneva, Switzerland
www.serial.ch

“We started this project from scratch, transforming a few static PHP pages into a secure Oracle-based portal that is able to provision strategic information for public access or authenticate a single object for just one individual.” – Bertrand Dumont, Oracle Project Leader, Dexia Private Bank (Switzerland)

Dexia Private Bank (Switzerland) Transforms Internal and External Strategic Communications

Dexia Private Bank (Switzerland) is a financial services company with 70 years of experience in the market—operating in each important business center in Switzerland, including Basel, Geneva, Lugano, and Zurich. As an international bank, it also provides extensive financial services worldwide. The parent company Dexia was founded in 1996 from the alliance of two operators in local public sector financing in Europe—Crédit Communal de Belgique and Crédit Local de France. The Dexia group provides retail banking services to 5.5 million customers across Europe, as well as public sector and project finance services at a global level.

Challenges

- Build a secure intranet to store private banking information and provide access from geographically disparate sites
- Publish key information effectively to private bankers and disseminate bank strategy intelligently both internally and externally
- Determine key performance indicators for duplicated non-standard financial information
- Create single password sign-on to ensure secure authentication

Solution

- Worked with Oracle Partner Serial to implement Oracle Portal to manage all structured and unstructured content flows
- Distinguished each portal category by function, file type, or object
- Replaced the static file system, shared by 130 internal and 100 external individuals, with a cohesive dynamic solution
- Deployed an integrated solution using Oracle Identity Management and RSA to deliver seamless single sign-on capabilities across the Oracle platform and applications
- Provided secure information storage—capable of verifying unique access rights for individual documents and objects
- Implemented Oracle Application Server to establish strategic relationships with key software editors