



Swedbank AB
Stockholm, Sweden
www.swedbank.se

Industry:

Financial Services

Annual Revenue:

US\$5.1 billion

Employees:

17,500

Oracle Products & Services:

Oracle Universal Content Management

Implementor:

Oracle Consulting

“Implementing Oracle Universal Content Management has been a major step for us. The solution increases the quality of our Web sites, simplifies the work of our Web editors, and will eventually reduce our operational and administration costs.” – Lena Johansson, Project Manager, Swedbank AB

Swedbank Improves Quality of Web Sites and Content Management with New Publishing Tool

Swedbank is a Swedish commercial bank with its roots in the savings bank movement and cooperative agricultural banks. It operates predominantly in Sweden, Estonia, Latvia, and Lithuania. The group also has a presence in Copenhagen, Helsinki, Oslo, New York, Luxembourg, Moscow, St. Petersburg, and Shanghai. Swedbank has a total of 9.5 million private customers and 650,000 commercial clients. The bank also has cooperative agreements with over 60 independent savings banks across Sweden.

Challenges

- Improve quality of content management for nearly 100 external and internal Web sites belonging to Swedbank and partner savings banks to facilitate interaction with customers and staff, loan and credit applications, and other online banking services
- Replace the old publishing tool with a modern, standardized system capable of handling many Web sites and languages
- Institute Web site changes without interrupting operations

Solution

- Implemented Oracle Universal Content Management, enhancing content management on the Web sites of Swedbank and the partner savings banks
- Increased the quality of the Web sites, through better use of metadata and more effective content management support and facilitated contact with customers and staff regarding loan and credit applications and other online banking services
- Reduced operating and administration costs for the online presence
- Made it easier for partner savings banks to reuse information on Swedbank’s Web sites
- Succeeded in carrying out the implementation without interrupting the operation of the Web sites, using a combination of internal resources and collaboration with Oracle Consulting