



Member of SingularLogic® Group

Company: PCS S.A.

Location: Athens, Greece

Url: <http://www.pcs.gr>

Industry: Financial Services & Banking

Oracle Products & Services:

- Oracle JDeveloper /ADF 11g
 - ADF Faces Rich Client
 - ADF Task Flows
 - ADF Business Components
- Oracle WebLogic Server 11g
- Oracle RDBMS 11g R2 Real Application Clusters
- Oracle Enterprise Linux 5.8
- Oracle Application Server 11g R2 & R3
- Oracle Forms & Reports Services
- Oracle Team Productivity Center

Related Software

- Subversion
- Hudson Continuous Integration
- JUnit / ANT

Project Scale:

- Technical Manager
- Project Manager
- 8 Oracle ADF Developers
- 8 Q/A & UAT Users
- 135 Pages
- 601 BCs
- 34 Task Flows
- 2 ADF Libraries

PCS S.A.

“Oracle ADF provided PCS with the Java EE technology to rapidly develop a feature-rich Wealth Management platform, with an unparalleled User Interface, a true Account-Officer Cockpit with shallow navigation and one-click access to informed decisions on private/personal banking customers' investment strategies. Oracle ADF is perfectly aligned with our software engineering methodology and the gorgeous ADF Faces Components were a key technology in the creation of the Wealth Management Functionality, eliminating the need for third-party Spreadsheets, Analytics and Reporting Tools.” - Vangelis Ghioisis, CTO, PCS S.A.

Executive Summary

PCS delivers financial and banking software solutions since 1993 that drive revenue generation, performance and efficiency improvements to financial institutions.

PCS Wealth Management is a Wealth Management software solution, which captures and automates the Wealth Management business processes allowing service providers to allocate time and effort in customer service and investment strategies, under advisory or execution-only services.

Figure 1: PCS Wealth Management



Organization

PCS Wealth Management platform was implemented for **Marfin Egnatia Bank, Greece** in order to fully cover the business objectives of the bank's private and personal banking units.

Marfin Egnatia Bank, a branch of Cyprus Popular Bank in Greece, offers a wide range of retail and corporate banking services through its large branch network and multiple electronic channels, including investment banking services to all customer segments.

The Business Issue

The Wealth Management Industry is changing as increased competition among asset managers is boosting the Industry towards sophisticated investment products and services provided to affluent individuals, professional and institutional investors.

Metrics:

- 45 Concurrent Users
- 7500 Customer Portfolios

Wealth Management service providers, private and personal banking units seek technology platforms that help relationship managers to focus on providing better customer service, to have deep insight into a customer's assets & wealth and to abide by investment strategies and local & international regulations.

Before the application's implementation, the unit's operations were partially covered by several systems and Excel spreadsheets, including the bank's core banking mainframe. This distributed environment had complicated daily business processes, lowered the customer service standards, required tedious data processing work and the end-users (Account Officers) did not have a powerful tool in their hands in order to provide a high standard of customer service to the more than 5,000 Private Banking customers with more than 7,500 portfolios.

Challenge/Solution

Unifying all required functionality in one fully-featured software platform was not trivial. The idea was to develop a single solution that would replace Excel spreadsheets, CRM functions, calendar requirements, core banking systems, treasury services, brokerage systems, etc... There were approximately 12 sources of daily financial information that required integration into a single system through unattended and transparent daily operations.

In addition, there was the over-riding requirement to provide a powerful cockpit-like User Interface (UI) to the account officers with one-click access to information on the customer's holdings and a 360 degree view across all investment instruments. As part of this UI, the solution must also satisfy vast reporting requirements, technical analysis functionality and portfolio benchmarking.

Looking at this from a top-down perspective, the overall solution must support all the functions and operations of the private banking advisory, execution and discretionary services with full regulatory compliance with the Markets in Financial Instruments Directive (MiFID).

To summarize how these challenges were met: The integration of data from all these sources of information was accomplished through the use of ADF Business Components and Web Services. The UI was designed and developed through the use of ADF Faced Rich Client Components. ADF page templates were created with retractable panel splitters in order to achieve consistent page geometry and a user-customizable UI. ADF Data Visualization Components provided users with in depth analysis of customer portfolio data which assisted in providing informed investment decisions.

Project Description

The new PCS Wealth Management solution integrates with either online real-time systems or through automated batch operations with third-party systems within the Bank and then exposed to the user through the Account Officer Cockpit developed with the Oracle ADF Faces Rich Client Components.

Integration with third-party systems was a combination of ADF Business Components used either through consuming Web Services in real-time or parsing and loading data from csv/xml files. The MVC architecture of the ADF Framework provided the perfect approach to the solutions integration layer and at the same time, the user interface developers were completely agnostic to the fact that the data was originating from remote systems as opposed to a local database.

Credits:

PCS S.A.

Marfin Egnatia Bank, Greece

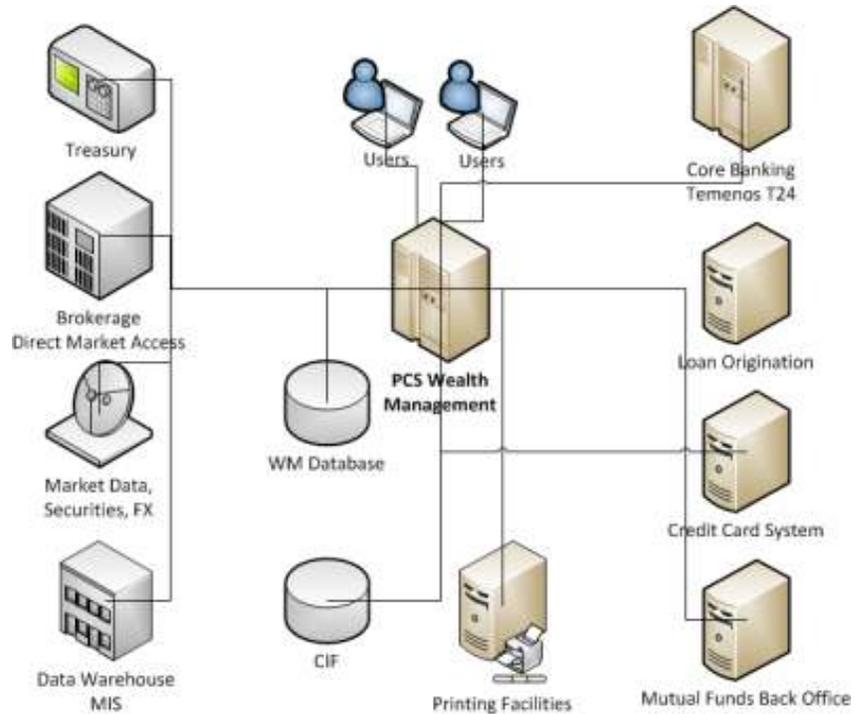
ADF Product Management, Oracle

The breadth of the integration included the following systems.

- Core Banking System for customer Cash Products, Bonds, Time Deposits, Securities Master, FX Rates and Mutual Funds
- Treasury System for Over-the-Counter Derivatives

- Credit Card System for Credit Card Products and Balances
- Loan Origination Platform
- Market Data Sources (Bloomberg) for Rates, Securities Closing Prices, and Indices
- Brokerage Platform for Stock and Listed Derivatives
- Mutual Funds Back Office System
- Customer Database for the Customer's Demographic and Contact Data
- The Bank's MIS System
- The Bank's printing facilities for statement and correspondence printing.

Figure 2: Integration Architecture



Business Value

The Bank's IT environment is vast and complicated however; many business-critical systems had been already developed and supported through Oracle Technologies including Oracle Forms & Reports Services or Java EE, all against Oracle Databases. Therefore, it was a strategic decision to achieve economies of scale, for Marfin Egnatia Bank, by acquiring a Wealth Management solution built with a robust and modern technology such as Oracle ADF. This new system would be able to leverage already acquired skills inside the bank for application server support, database support and administration, as well as to share existing hardware infrastructure.

With Oracle ADF, the new Wealth Management application is built upon the latest web technologies and ensures best practices covering all functional expectations. This includes meeting all local regulatory requirements and discovering successful opportunities for the Wealth Management customers' portfolios.

Account Managers can now truly focus on analyzing customer positions and offer a regulatory compliant advisory service without having to gather and analyze the data. This is made possible through various Oracle ADF

components including Grid Layouts, Calendars, Pivot Tables, Data Visualization Components such as Maps and Graphs all cleverly used to help the user eliminate the need for Excel, Outlook and other systems.

Since its recent rollout, the new system has significantly improved user and customer satisfaction. The most immediate benefits of the new system are:

- End-User Productivity
- Improved and Efficient Customer Service
- Lower cost of IT Operations
- Effort and Time efficient end-of-business day processing
- IT Infrastructure economies of scale

Application View

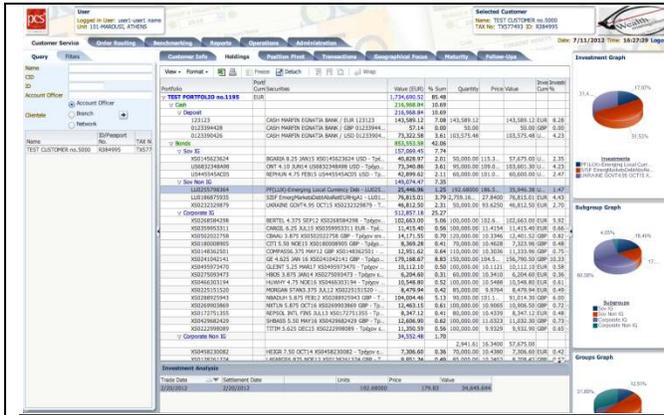


Figure 3: Holdings Analysis

Organizes customer holdings into a tree structure of instruments grouped into dynamic classification models. Drilling down to the holdings levels dynamically updates the structure pie charts on the right.



Figure 4: Portfolio Benchmarking Dashboard

A dashboard-like layout, which allows the user to Run composite benchmark tests. All metrics and graphs are provided at once for further analysis.



Figure 5: Investments Geographical Focus

Depicts customer holdings grouped into parametrically defined and colored geographical areas of investment focus showing the customer's exposure into these areas.

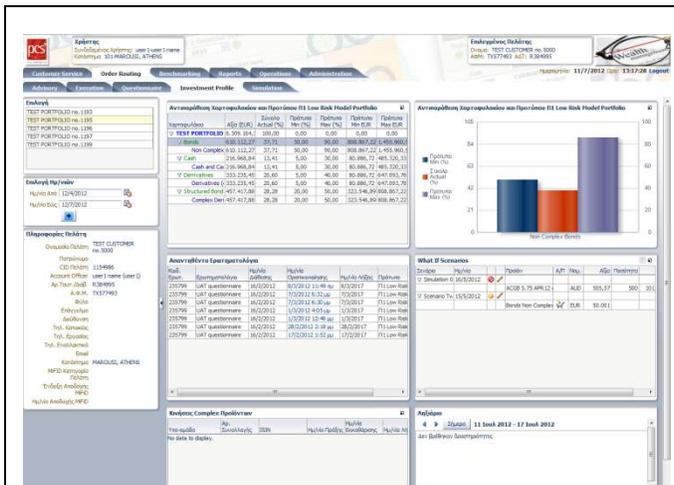


Figure 6: Customer Investment Profile Dashboard

A dashboard layout summarizing the customer's investment profile.