

The Client

A leading Canadian bank combined its institutional investor services with that of a major European bank to create a joint venture that was equally owned by both organizations. The new entity represents one of the top ten global custodians in the world with assets under custody of \$2 trillion (US), five million shareholder accounts, and 3,800 employees who service clients from a network of offices in 15 countries on four continents.

The Challenge

With an aggressive closing date for the joint venture and legal requirements and deadlines surrounding public disclosure of the new entity, VAULT was engaged to develop an innovative and visually differentiated web site - in less than two months.

It was an ambitious undertaking. What's more, in accepting the project, VAULT had to address the needs of many different project stakeholders from both organizations, none of whom had collaborated on such an undertaking before. The stakeholders in the project included not only the institutional investor services groups from the two organizations, but also an advertising agency, legal, compliance, operations, marketing and IT staff from every group involved.

The Solution

VAULT gathered the requirements from all the stakeholders, documented the functional and technical specifications, developed the site, and coordinated the efforts of all players involved. The new web site was successfully launched only a few weeks after the joint venture was announced.

The immediate needs for multilingual web sites and ongoing content management were unknown at the outset of the project. However, VAULT was able to create the right framework and 'hooks' to the database so this site, which was initially static, could be cost-effectively transformed to a database-driven, multilingual series of web sites with accompanying content management system. This phased implementation allowed the client to meet its aggressive launch date, while conscious of future requirements.

The Benefits

The benefits of our solution were numerous. This new web site:

- Established the new company's online presence and reinforced its brand position;
- Provided an entry point for the client's own customers to access secure applications for transacting and reporting on their trade activity globally;
- Supported sales by publishing information about products and services and by providing easy access to frequently used information, and;
- Created an open and scalable platform from which the new joint venture could continue to expand its online presence in the future.

This first engagement with VAULT demonstrated to the client our ability to manage a complex project and deliver a rich user experience, while hitting an aggressive timeline and budget. The client has since engaged VAULT for successive projects and with a solid platform, can roll out more leading-edge, customer-facing web sites, further differentiating itself in the competitive global custodial business.

Technologies Used

Language: Microsoft C# .NET

Web server: Microsoft IIS 6

Operating System: Windows 2003



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