



KBC Securities

www.bolero.be

Industry

Financial services

Challenges

- Offer private investors the same options as professional traders
- Utilize IT resources efficiently
- Standardize on a single platform
- Establish a solid foundation for the future

Solution

- Customer experience management
- Customer self-service
- Online trading

KBC Securities is using the Adobe Digital Enterprise Platform and the Adobe Flash Platform to develop and deploy its online investment application Bolero, which provides streaming market information and pushes transaction status to users.

Results

- Accelerated rollout of intuitive RIA
- Provided customers with easy access to streaming market and transaction information
- Gave users the flexibility to decide how in depth they want their analyses to be
- Improved utilization of IT resources and manpower
- Prepared for future expansion and new applications

Systems at a glance

- Adobe Flash Builder
- Adobe Digital Enterprise Platform. Key capabilities include:
 - Data services
 - Process Management

KBC Securities

Brokerage firm uses the Adobe® Digital Enterprise Platform and the Adobe Flash® Platform to provide investors with direct access to more than 20 markets and streaming information for optimal portfolio management

KBC Securities, part of the KBC Group, is a brokerage firm serving both institutional and private investors. In addition to Belgium, KBC Securities also has strong roots in Central and Eastern Europe, which is now its second domestic market. The brokerage firm offers a mix of customized products and services for investors in each market. In 1998, KBC Securities launched its online investment platform for private investors in Belgium.

"We were ahead of the curve when we introduced Bolero, our online investment platform for private investors in 1998," says Kris De Nul, Head of ICT Development at KBC Securities. "With Adobe's innovative solutions, we're strengthening Bolero's leading position, both now and in the future. In addition, we'll be able to capitalize on our investment with a single central platform that will allow us to standardize our back-end applications and integrate them with Bolero as needed."

Private investors operating as professional traders

Private investors are increasingly active online. Monitoring and managing investment portfolios is now more a matter of seconds rather than hours.

"Private investors want to have constant access to the most up-to-date information that is personalized for their portfolios," says De Nul. "They also want to analyze information themselves so they can discover new investment opportunities. And they want the ability to act quickly in different markets and receive immediate feedback so they know if their order went through, and if so, at what price. So the challenge was to turn Bolero into a robust online investment application that would enable private investors to maneuver like a professional trader."

Using IT resources efficiently

KBC Securities wasn't just interested in realizing short-term benefits, though. Says De Nul, "With a small IT department like ours, it's essential to make use of resources and manpower as efficiently as possible. The greater the variety of technologies you have in house, the harder that becomes. So it was vital for us to choose a platform for Bolero that we could familiarize ourselves with quickly and that would also provide a solid foundation for the future. In addition, we needed a platform that would enable us to develop internal applications and integrate them with Bolero if needed."

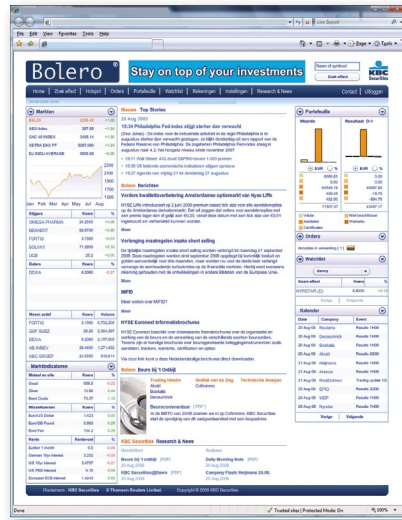
Dynamic and rapid time to market

That's why KBC Securities chose the Adobe Flash Platform in combination with the Adobe Digital Enterprise Platform (ADEP). One of the major benefits of this is the use of Adobe Flash Player, which works in any web browser and is installed on 98% of Internet-enabled desktops.

"The previous Bolero version was written entirely in HTML, JavaScript, and Java", which meant the application didn't behave exactly the same way in each browser," says De Nul. "With Flash Builder, we only had to develop the application once, which significantly decreased our time to market. Plus, we know that every investor is having the exact same user experience, regardless of which browser they're using."

Bolero users are noticing that the application is faster and much more dynamic. "Our customers can decide for themselves how deep they want to go in terms of their information needs and analysis, without experiencing any delays in screen refreshes. Navigating through the application is also much more intuitive now," says De Nul.

KBC Securities chose the Adobe Flash Platform and the Adobe Digital Enterprise Platform for its Bolero application. Now a RIA, Bolero streams information from 20 markets and provides customers with status updates on their transactions directly from the KBC Securities systems.



“Using Adobe technology, we now provide our customers with streaming information from 20 markets and status updates on their transactions directly from our own systems.”

Kris De Nul
Head of ICT development,
KBC Securities

Always the most up-to-date market information

KBC Securities is using the Data Services capabilities in the Adobe Digital Enterprise Platform to make information from its internal and external systems available and push it to users’ screens. Says De Nul, “The previous Bolero version refreshed pricing information every ten seconds. Using Adobe technology, we now provide our customers with streaming information from 20 markets and status updates on their transactions directly from our own systems. We also include information from external sources such as De Tijd and Reuters. Our online investors now have access to the most up-to-date information and can respond instantly to market developments.”

Foundation for the future

KBC Securities has laid out a solid foundation for the future using the Adobe Flash Platform and the Adobe Digital Enterprise Platform. Kris De Nul is facing the future with confidence: “These platforms not only offer us the certainty that we can continue to make Bolero more interactive and provide our customers with even more added value, but we also have the technology and know-how to standardize our back-end applications and workflow processes on the Adobe Flash Platform and the Digital Enterprise Platform. This allows us to capitalize on our investment and make more efficient use of our staff and resources.”

For more information
www.adobe.com/customer-experience/enterprise-platform
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