



Focusing on mobile-first to deliver an omnichannel experience for customers

lgt.com

In Brief

CUSTOMER

LGT Liechtenstein

SECTOR

Private Banking and
Asset Management

SOLUTION

eBanking: LGT SmartBanking
(Internet portal)

LIFERAY VERSION

Liferay Enterprise Edition

LIFERAY STANDARD FUNCTIONS

Liferay CMS

APPLICATION SERVER

JBoss EAP

DATABASE SERVER

Oracle 11

OPERATING SYSTEM

RHEL 6.6

WEB SERVER

Via JBoss

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LGT SmartBanking is another important step in ensuring LGT's continued success on a global level.

Dr. André Lagger, CEO LGT Financial Services AG

Company Profile:

LGT is a leading international private banking and asset management group that has been owned by the Princely House of Liechtenstein for over 80 years. As of June 30, 2015, LGT manages CHF 125.7 billion of assets (USD 134.4 billion) for private high net worth customers and institutional investors. LGT employs about 2,100 employees at more than 20 locations across Europe, America, Asia and the Middle East.

Highlights



LGT SMARTBANKING

Liferay is the central portal of the Avaloq Front Platform



EASY TO UPGRADE

Flexible integration with future digital banking services



MOBILE-FIRST STRATEGY

Digital customer-oriented solutions



An Initiative for Better Banking

LGT is one of the world's leading private banking and asset management groups. With their *LGT SmartBanking* initiative, they are creating a service that prioritizes their customers' changing digital needs above all else. LGT's goal was to make all current and future banking services available on mobile devices anywhere, anytime. In addition to customer services, LGT also wanted to create an employee portal that gave access to customized information and company services.

Based on a preliminary project study and a detailed implementation program, *LGT SmartBanking* was carefully designed to replace the current eBanking solution. LGT thus reinvented its international digital service offering to provide quicker, better and more personal customer experience.

Flexible Response to Changing Customer Demands

LGT SmartBanking was an important component of LGT's digital strategy, so special attention was paid to researching customer needs during the planning phase. Flexibility was especially

important, since the initiative was part of a long-term eBanking strategy that will require future development. The new portal software needed to integrate with legacy systems and third-party systems, while keeping to the scheduled timeline. Another important factor was the ability to integrate the system with the existing IT landscape as well as with third-party systems. To evaluate the requirements and make the final decision, stakeholders from asset management, consulting and sales were involved throughout the process. The team selected the Avaloq Front Platform (AFP), which includes Liferay as the central portal, for the *LGT SmartBanking* solution.

Outstanding Quality from Strategic User Feedback

Following the successful completion of the pilot phase, the international rollout began in autumn 2015 and will be implemented in stages through 2017. A team of stakeholders will gather feedback as they interact with customers. This feedback from customers and other users will be applied in each stage of the project roll out, ensuring constant improvement and agile

development. *LGT SmartBanking* will eventually be used by LGT banks in Liechtenstein, Switzerland, Singapore and Hong Kong.

LGT SmartBanking provides a consistent and fully-integrated platform for a variety of current and future individual applications. All users, including customers, relationship managers, prospects and intermediaries, will be able to access this platform from both desktop and

mobile devices. They can access or exchange information online as well as carry out eBanking transactions. By replacing their current solution with *LGT SmartBanking*, the bank is taking its service offering to a whole new level. At the end of the project, LGT envisions having their full scope of financial services available through mobile. *LGT SmartBanking* gives the company an important competitive advantage in the digital banking age.