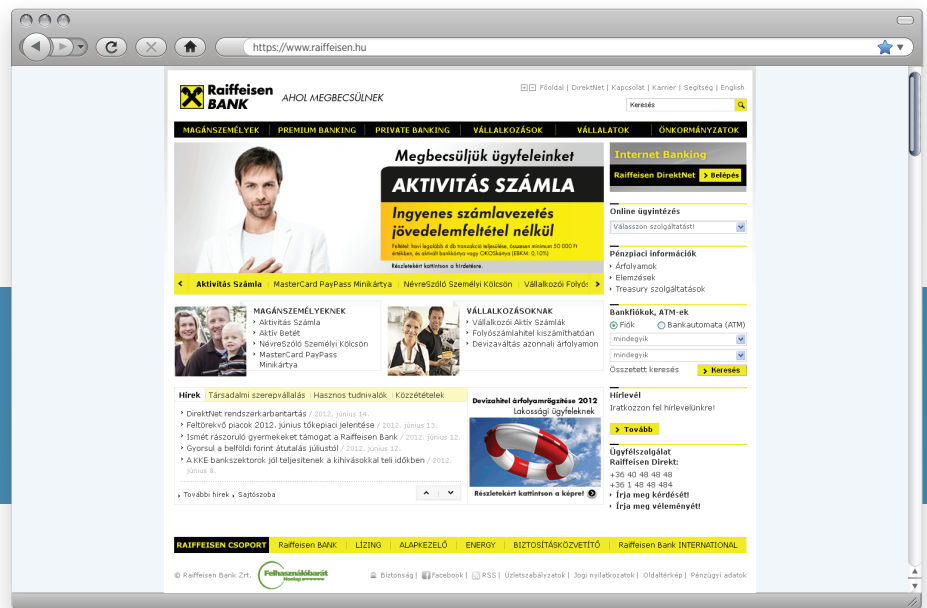


## Raiffeisen Bank Zrt.

www.raiffeisen.hu



“Liferay has led to faster and easier maintenance of our customer portal. As a result, we are able to serve our business needs much more rapidly and effectively, which in turn benefits our customer base.”

### FERENC DÉCSI

Head of Internet, Direktnet and Mobile at Raiffeisen

## ORGANIZATION

Raiffeisen Bank Zrt. was established as Unicbank in December 1986, concurrently with the establishment of the two-tier banking system in Hungary. The bank has steadily strengthened its market position to become one of the leading banks in Hungary.

## CHALLENGE

Raiffeisen Bank Zrt. wanted to introduce a new and modern web content management system and portal system for its customer portal support. Among the requirements and the web content management functions were integration, SEO and content approval processes support.

The bank sought a solution that would allow Raiffeisen to adapt to the banking infrastructure, prepare an exact copy of the existing page, migrate content, and manage content processes.

## RESOLUTION

Raiffeisen examined many different open source solutions including Java- and PHP-based systems. Liferay Portal and another Java technology-based portal system were examined more closely. Following tests on speed, technology and the level of ease in creating the main page of Raiffeisen.hu portal, the bank chose Liferay Portal.

A fast solution was developed on the Liferay platform that followed existing standards and provided an improvement to the bank's web appearance. The structure and content of the pages were easy to edit, leading to quick responses to business needs. The static contents were replaced with dynamic solutions, which facilitated the content publication process. Using Liferay Portal, the bank was able to give meta information on each page, which helps the search optimization process.

Furthermore, Raiffeisen favored the following aspects of the CMS system in Liferay:

- Open source
- Good cluster opportunities
- Java-based with JSR portlet standard support
- Easy-to-add applications
- Well-developed permission handling system
- Support for popular repositories
- “Out-of-the-box” applications that are easy to customize
- All the necessary tools for content management

The bank also chose Liferay for the following features:

- Web content structures and templates that can be edited from the admin interface
- Concept of construction of pages (i.e., themes, layout, portlets, content)
- Drag-and-drop portlet entity publication
- Ability to upload more than one file simultaneously
- Categorization
- Staging
- Content publication scheduling
- Content versioning
- Basic system customization + Liferay plugins handling
- Role-based permission handling system
- Workflow engine

The project was implemented by Webtown-Informatika Kft, a Liferay partner.

### **BUSINESS VALUE ADDED**

The new portal framework allows Raiffeisen to react instantly to business needs that are critical in the ever-changing financial market. With support from Liferay Portal's pre-assembled templates and efficient CMS system, the bank is now able to easily produce the required campaign micro sites for online marketing activities within a couple of days.

Raiffeisen has also been able to achieve content management and scalability on each of these pages regarding the SEO through Liferay Portal functionalities such as the search friendly URLs or using the page level metadata associations.

From the beginning, Raiffeisen put an emphasis on considering the Liferay structure and to follow the pre-established CMS system regulation. Thus, the bank was able to create a very stable framework that could be operated easily and with very little intervention.