Case Studies - Lloyds TSB Bank plc

About Lloyds TSB Bank plc

Lloyds TSB International Private Banking is a division of one of the world's most trusted financial institutions - the Lloyds TSB Group. Lloyds offers a complete range of private banking services, adding value through tailor-made solutions.

Lloyds TSB has offices in most of the world's leading financial centers: Europe, the Americas, the Middle East, and Asia. The relationship managers regularly travel the world to remain in touch with their clients. They use up-to-the minute communication technologies to ensure that physical distance is never an issue.

The Situation

Lloyds TSB was using an outdated intranet - based on Microsoft asp.net/SQL solution - and had an old, static HTML website. They were facing many difficulties in managing and updating their website content, and it was only getting worse. Although a lot of improvements were carried out over the years, it was already too late for the old system and it had to be retired.

Lloyds used a very time-consuming and inefficient process to manage and update its content. A business unit staff member would first write the content. He would then send it to the communications team and the webmaster. The webmaster would modify the content into HTML and deploy it on a test environment. Finally, the communications team would validate this content, and the webmaster would publish it on the production website.

In addition, Lloyds had more than one system to maintain. When they had to update or publish content, they had to go through the whole painful and time-consuming process of doing it twice - once on the Internet and another on their intranet.

Since Lloyds decided to introduce J2EE as their standard platform for business applications, it was only natural for them to look for and adopt a Java-based content management system (CMS).

The Challenge: Improving Business Processes

The major challenge facing Lloyds was to improve the costs of business processes and give users an easy-to-use application to add and update content themselves.

Since Lloyds started to implement a J2EE environment, they decided to replace the old intranet - which had no content management functionality - with a new, state-of-the-art Java-based Web content management solution that provides easy access to, and facilitates content updates on, both the Internet and the bank's intranet.

The Solution: Magnolia Content Management System

When Lloyds first started the evaluation process three years ago, they had no budget and they were primarily looking for an open-source solution. After testing a number of different content management systems and delimiting all the XML/XSL products, they decided to go ahead with Magnolia after it tested so well. Lloyds chose Magnolia because it was very easy to understand and use and had the best user interface among the available options. Magnolia is also very easy to use for authors and enterprise-strong in scalability, manageability, and its ability to integrate with other systems.

The project of implementing J2EE technologies within the bank started out small with Gilles Ducret (J2EE/software architect at Lloyds), the webmaster, and later a developer. Two more developers and two professionals from the business site were later added to the team. This very small team managed to deliver the first site within one month. Everything was developed in-house and deployed for only one branch.

At the beginning of the project, Lloyds just wanted to use the Java-based Magnolia CMS for the management of their website content and use HTML to manage other aspects of the site. After seeing how Magnolia is effective and simple to use, they decided very quickly to use Magnolia for the whole site. Lloyds uses the Magnolia Enterprise Edition.

Today, Lloyds TSB runs the latest version of Magnolia Content Management (CMS) and Document Management System (DMS) on their intranet and the Internet. "For us, it was very important to have both of them in one because we have several thousands of documents, and now we can manage them form one single point. For document management, we used to work with a simple file system," says Ducret.

Operational Benefits

Before Magnolia was in place, Lloyds had to add new content on both the Internet and the intranet. Now they can add and publish content directly to different target websites in just one step. "Something I really liked is the ability to publish the same content on different websites. From a programming point of view, we also like very much the openness and flexibility Magnolia gives to us. So we may easily integrate other Java-based applications into Magnolia," says Ducret.

Lloyds currently has a team of 40 people using the easy-to-use Magnolia CMS and constantly updating the financial content on the website without any problem. Lloyds now saves a lot of time, as well as costs on the user side, with Magnolia because users are actively producing and updating the content themselves, which is directly published on the website in no time after being validated. "I do prefer the current situation because users today are more independent," says Ducret.

The whole intranet is now managed with Magnolia Enterprise Edition, and Magnolia CMS is currently being used by the bank's 700 users around Europe. "The support from the management of Magnolia was interesting and helpful. One other big point was the Magnolia model, which from the beginning is very easy to use and very easy to start and to configure for our own needs," adds Ducret.

He concludes, "I do recommend Magnolia if you have good Java skills onsite. If that is the case, Magnolia is the perfect tool for the developer because it's very open."

Future Plans

Lloyds plans to migrate to WebSphere and let the WebSphere administrator manage Magnolia for them on their new public website.

Statistics

How many unique users access your website daily?

Ducret: 700 users

How much traffic (in GB) do you have every day?

Ducret: The traffic is quiet low because the site is used by only 700 users.

How many pages and websites do you manage with Magnolia?

Ducret: 3,000 pages on 4 different websites are managed using Magnolia Content Management System. Magnolia is also integrated in the private website and into one of the most important Java applications.

How many documents do you manage with Magnolia?

Ducret: 2,500-3,000 documents are managed using Magnolia Document Management System.