

Web Portal Using Liferay

A robust and powerful investor portal with a rich UI, built using Liferay, providing exceptional end user experience.

CLIENT

An Asset Management Company (AMC) that is part of one of India's leading financial institutional groups, the client offers complete financial solutions that encompass every sphere of life. From commercial banking, to stock broking, to mutual funds, to life insurance, to investment banking, the group caters to the financial needs of Individual and Corporate Customers.

The AMC has over 10 Lac investors in various schemes. It offers schemes catering to investors with varying risk - return profiles and was the first fund house in the country to launch a dedicated gilt scheme investing only in government securities. The AMC has a pan-India presence in 76 cities and has 79 branches.

CHALLENGE

The client was looking at revamping their old website to provide an exceptional customer experience.

They were looking for features such as:

- Rich User Interface
- Multiple micro sites for affiliates
- Public and private pages
- Centralized document repository
- Decentralized content publishing with approval workflow
- Transactional capabilities
- Small but critical business applications

SOLUTION

MindCraft conceptualized and built a framework on the Liferay community edition, consisting of a public website and a protected online transactions module. The website, designed using Liferay's Web Content Management System is a set of content templates and authoring templates that can be used by appropriate departments for editing and publishing content relevant to their function areas. Also a document repository was created using the document management system (DMS) provided by Liferay to hold all publications such as application

forms, annual reports, fact sheets, scheme performance documents, etc. Classification of documents was done by setting up appropriate taxonomies within the DMS.

Tools providing business functionalities such as feedback forms, branch locators, calculators were built as portlets and placed at strategic points within the website. Microsites for associated businesses were created using the communities feature of Liferay.

A protected site, that was to be made available to investors only, was built as a set of JSR-286

portlets and offered functionality such as additional purchase switches redemptions, account statements etc. The site was integrated with Google Analytics to facilitate monitoring of usage and performance on an ongoing basis. Search Engine Optimization (SEO) was achieved by adding appropriate meta tags using the meta-tagging facility provided by Liferay.

The look and feel of the portal was controlled through "themes and skins" feature of Liferay.

ABOUT LIFERAY

Liferay Portal is a free and open source enterprise portal platform written in Java and distributed under the GNU Lesser General Public License and optional commercial license.

✓ It is primarily used to build corporate intranets and extranets. Enterprises use Liferay to build robust business solutions such as Self-Service Portals, Knowledge Sharing Workspaces, Dynamic Web 2.0 Websites, Revenue-generating Social Networks, Enterprise Application Integration etc.

✓ Liferay includes a built-in web content management system that allows users to build websites and portals as an assembly of themes, pages, portlets/ gadgets and a common navigation.

✓ Liferay also includes a comprehensive document management system ideally suited for publishing of files on the portal. The DMS integrates seamlessly with the CMS.

✓ Liferay's support for plug-ins extends into multiple programming languages,

including support for PHP and Ruby portlets.

✓ Some additional features of Liferay are:

- Simplified UI Development
- Flexible Enterprise Integration Framework
- Out of the box tools
- Secure Single Sign On (SSO)
- User groups, organizations and sites
- User personalization
- Role based content delivery
- Search and tagging
- Auditing and performance monitoring

CONCLUSION

Liferay portal is apt for providing a rich user experience. It's comprehensive collection of out-of-the-box tools provides everything required to build better business solutions. Moreover, one can personalize workstations with Liferay.

With just a few clicks, changes can be made to the portlet configurations, themes, and page layouts. With a simple drag-and-drop, you can add and reposition applications, tools and other elements to the portal.

Liferay portal's ease-of-use has been integral to the product's popularity. MindCraft built the Investor Portal using Liferay so it provided easy user interfaces. The client greatly benefited by this portal.

ABOUT US



MindCraft is a Software Products, Solutions and Services organization. We enable customers to transform their businesses through products for Banking, Insurance, Mutual Fund & Financial Services and a cross industry product suite.

We help our customers get competitive edge through technology services that include Development & Integration, Business Intelligence & Analytics and Systems Software Management. Incorporated in India in 2002, we have a team of over 500. We also have a presence in Singapore, USA & UAE.

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