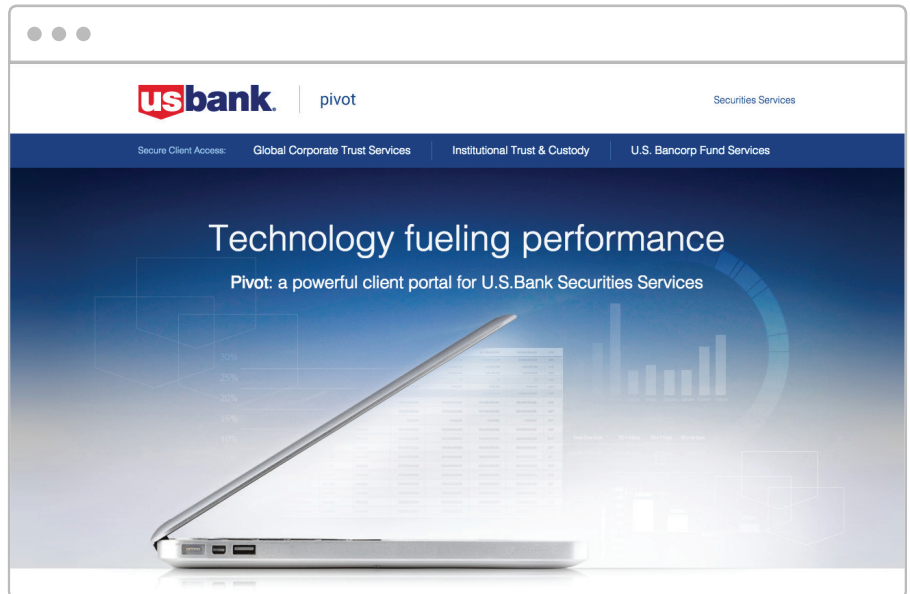


# U.S. Bank

Customer-centric securities services portal makes day-to-day processes convenient, efficient

[pivot.usbank.com](http://pivot.usbank.com)



## In Brief

### Company:

U.S. Bank

### Country/Region:

United States

### Industry:

Financial Services

### Use Case:

Customer Portal, Content Management Solution, Public Website

### Key Features:

Web Content Management, Single Sign On, Documents and Media, User Management

## Relationship-Centered Commercial Bank

U.S. Bank is the 5th largest commercial bank in the United States. The company provides a comprehensive line of banking, investment, mortgage, trust and payment services products to consumers, businesses and institutions.

## Improving Daily Experiences for Customers

U.S. Bank faced a significant challenge. Their customers in Securities Services were forced to log in, access data and interact with their accounts using multiple, disparate sites coupled with manual processes. Some application functionality overlapped. Multiple log ins and different user experiences within each application made day-to-day activities difficult to manage and cumbersome. Data showed that users, who include asset managers and anyone with an interest in a trust account, rarely logged into the applications, and client adoption was low. Clients were demanding improved online tools that streamlined interaction with U.S. Bank Securities Services. Ultimately, the lack of unified account access and management was giving U.S. Bank competitors an advantage.

## Unifying Systems into a Single, Comprehensive Portal

U.S. Bank needed a single system for customers to access all information, providing a consistent user experience.

Strategic objectives included:

1. To improve the way the bank approaches reconciliation and trading processing with clients through a single unified portal.
2. To allow clients to get data into any accounts to which they have entitlement.
3. To encourage client adoption and satisfaction through a portal design that was sophisticated, yet intuitive and easy to use.

Business requirements included new tools to allow users to perform their job and make decisions faster, self-service reporting accessible 24/7, and Single Sign On.



**Pivot, powered by Liferay, is the first product in the market to find the sweet spot between presenting enough data and functionality to manage complex deals while maintaining a sophisticated design.**

Eric Smith

Application Development Manager, U.S. Bank



## New Feature-Rich, Dynamic Customer Portal for Users

U.S. Bank chose Liferay, the leading open source enterprise portal in the market, to meet their strategic business objectives. Liferay was selected because of competitive pricing allowing lower Total Cost of Ownership, meeting their price point without sacrificing functionality. U.S. Bank also sought an open source solution for the rich network of community support that they could take advantage of as needed.

Using Liferay, U.S. Bank developed an innovative portal called Pivot where users are able to interact based on their needs. Whether searching for details on particular assets or obtaining an account document, U.S. Bank clients can access it all from within a single web site. Clients have access to several different new tools that enable them to perform their job better and make decisions faster.

Built on Liferay, U.S. Bank's Pivot delivers the following:

- Exposing core system deal data, including cash, holdings, and trade information that was previously sent over email.
- Providing a centralized document management area for all files and reports.
- Proactively pushing critical alerts around deal data and milestones.
- Creating a tool that allows clients to see "What has changed" over time.
- Building self-service reporting capabilities that allow clients to access historical deal and compliance data.

As an organization, U.S. Bank also required a solution that was developer friendly, allowing for scalable growth and integration with existing enterprise software and infrastructure. With Liferay, U.S. Bank was able to run multiple development streams at the same time by keeping business capabilities packaged as self-contained portlets, which could be deployed to shared environments. This foundation provided the ability to share the infrastructure, making setting up new sites faster. They could test one portlet versus the entire application.

Development benefits achieved include:

- Integration with existing enterprise systems.
- Connected to document management system for access to files and documents.
- Decreased implementation time to roll out new business lines.
- Reduced development time, testing efforts, and infrastructure investment.

## Faster Time to Market, Improved Client Growth and Retention

With Liferay, U.S. Bank was able to take and deliver solutions to business lines and get up and running without starting from square one—a significant cost savings. The client portal's user-centric design has resulted in the organization's ability to gain new customers, improve client retention and generate new business revenue.

### The Liferay Difference:

#### U.S. Bank experienced:

- Full featured customer portal with comprehensive access to multiple data types.
- Rich reporting capability.
- Formerly manual processes that can now be done using new tools within the portal.
- Easy to use, intuitive design resulting in increased customer adoption.
- Single log in, unified user experience.
- Developer friendly, scalable solution for future growth.