



RiskCare designs a news and research customer portal

For BNP Paribas, RiskCare integrated new and existing web technologies to deliver a sophisticated new research, news and analytics site to its clients.

Background

BNP Paribas, one of Europe's top investment banks, wanted to maintain its competitive advantage by offering its internal and external clients a new service that none of its competitors had - a self-sufficient customer portal that combined research, news and analytics.

As is common with global institutions, information resided everywhere and in multiple formats with time spent researching and delivering the correct information to clients directly affecting performance and revenue. The new OpenStrategist portal would combine interest rates and economics research while offering a dynamic and interactive user experience.

Brief

BNP Paribas sought to create a customer experience that was sophisticated enough to present in-depth, real-time information that would give clients a real edge in researching and analysing their own positions in competitive selling situations.

In place of the existing Excel spreadsheets, analytics were to be linked to research and historical data tools in an interface that was completely interactive.

The site had to allow clients to quickly target the information most useful and relevant to them in making their investment decisions. The web portal had to be easy to access and use and integrate with BNP Paribas' existing web infrastructure.

What we did

- Designed a customer portal for news and research
- Developed historical and real-time analytics that could be tailored by the user
- Integrated the portal within an existing web architecture
- New site offered real-time information

“The need to integrate our research offerings with analytics which allow clients to explore the research and their own strategies was clear. OpenStrategist was created to fill that need.”

Nick Brown, Project Sponsor,
BNP Paribas

“A contributing factor to the project’s success was to work with a company who added technical expertise to our team’s proven resources, but also brought with them the financial background coupled with the people skills to work in a frenetic and demanding environment.”

Nick Brown,
Project Sponsor, BNP Paribas

Project

A number of existing functions had to be integrated into a single seamless site. To meet the tight development cycle, RiskCare rapidly joined the established client team and worked with the existing architecture and web technologies to leverage as much as possible from existing solutions, whilst adapting where necessary to meet improved security standards.

Real time data was combined with BNP Paribas' own analytics to provide clients with instant snapshots of the state of play in the bonds, swaps and futures market. A critical area of functionality was the analysis of historical data, which allowed clients to plot, characterise and assess their own positions as time passes. In addition to standard plots of instruments over wide time ranges, clients were to be able to see “movies” of yield curve evolution, forward swap surfaces and implied volatility surfaces.

The site’s interactivity allowed users to select among thousands of financial instruments, swap and bond curves and volatility diagrams. Users could interact with forecasts from the BNP Paribas economics group to see the outcomes of their own predictions. Information was easy and quick to access but the site offered extended functionality for the advanced user.

The interactivity of analytics available allowed for more effective positioning, leading to increased profits. The site has become a distinct selling advantage during the sales cycle and has contributed to more business being won.

Technologies

- Classic technologies (ASP, MTS, SQL server) were extensively re-used to rapidly integrate the new portal with the existing web infrastructure
- Extensive use of XML, XSLT, Java and object oriented Javascript were introduced to provide interactivity and an improved user experience
- C++, “R” and Fame’s vector based 4GL language were deployed to provide the analytics, adapted to provide the fastest development path in each case.

RiskCare view

Technologies were stretched to their limits on this exciting project.

A tight development cycle and integration issues were overcome by the extensive use of existing web technologies but the need for an effective user experience also required the introduction of new practices.

RiskCare’s consultants help investment and asset management organisations get more from their technology.

Talk to us and take a fresh approach to your next technology project.
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