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Tomas Majus
Project Manager
Skandinaviska Enskilda Banken S.A.



SEB turned to Fujitsu and Nvision to refresh its online platform. The result is a mobile-friendly, secure portal for nearly 3,000 users, based on the DigitalSphere approach.

At a glance

Country: Luxembourg
Industry: Financial Services
Founded: 1972
Website: sebgroup.lu

Challenge

After 18 years, SEB’s online portal was starting to show its age. An aging user interface and mobile incompatibility made it unpopular with customers. The Bank wanted to overhaul its online offering but needed to find the right partner.

Solution

Based on its existing references and proprietary technology, the Bank chose DigitalSphere – a partnership between Nvision and Fujitsu that combines the latter’s technical expertise with the former’s user experience know-how to create a brand new online and mobile platform.

Benefit

- Increases customer satisfaction through improved look and feel
- Reduces SEB internal workload by enabling self-service
- Compliant system offers flexibility as to which information is displayed to which users
- Enables cost-effective future development of new features
- More consistent with SEB corporate brand
- Low maintenance costs

Customer

Skandinaviska Enskilda Banken AB (publ) (SEB) is a leading Nordic financial services group, guided by a strong belief that entrepreneurial minds and innovative companies are key to creating a better world. SEB offers financial advice and a wide range of financial services. The Luxembourg subsidiary serves as the hub for SEB's international private banking services and is the base for many of SEB's funds.

Products and Services

■ FUJITSU ePortal v2



Refreshing the online portal

SEB Luxembourg built its first online customer portal 18 years ago and it was starting to show its age. It was no longer in line with customer expectations and was not compatible with mobile devices. The Bank wanted to refresh its online presence and introduce mobile capability.

"Our former system no longer felt as user-friendly as before, which meant our customers would call us direct to facilitate transactions and check their investments," explains Tomas Majus, Project Manager, SEB Luxembourg. "This added to our workload and was not the most convenient way to do business. Moreover, it was time to refresh the online branding to our latest corporate guidelines."

There were also a number of new regulations being signed into law, such as MiFID II, that would have compliance implications for the existing system. The simplest approach was to start again and build a new portal from scratch. However, SEB needed to find the right partner.

"First we defined our requirements internally, then we issued an RFP to a select number of companies based on our own market evaluation," adds Majus. "Fujitsu won based on a number of criteria: it had a strong selection of reference customers, provided the best responses to our questions, had exactly the type of technology we were looking for, and gave us all the best gut feeling. The solution it offered was very much in line with our strong ambitions to meet the high standards expected by our clients. That made it a simple choice."

Introducing the DigitalSphere partnership

Over the course of 11 months, Fujitsu, its partner Nvision, and SEB co-created a completely new mobile interface and online application from the ground up. Together Fujitsu and Nvision operate as DigitalSphere – a partnership dedicated to online transformation.

DigitalSphere focuses on 'Human-Centric Experience Design', which is a framework consisting of four phases that can be used in many business areas. The first step 'Inspire' is to think about the disruptive vision for SEB. The next step 'Innovate' is to think about how SEB wants its business model to change. The third step 'Experiment' is to create a prototype in an agile, interactive manner, and refine it with ecosystem partners and customers. Finally, the fourth step 'Optimize' aims to collect feedback from everyone to take into consideration for the next iteration.

This enabled the team to build a robust and responsive portal fit for modern users. Using FUJITSU ePortal v2, the new website securely connects to existing core banking applications, providing real-time access to critical information.

"FUJITSU ePortal v2 was important in providing reusable code, which sped up the development process tremendously. This led to a tight and agile operation based on a mixed team from ourselves, Fujitsu and Nvision. It also allowed us to incorporate design elements and the latest user experience standards straight from our internal experts at our head office in Stockholm. We worked quickly to enable a soft launch halfway through the project. This allowed us to harvest customer feedback and add that to the development cycle," continues Majus. "Then in November we did the big switch on and invited all our clients to the platform."

A flexible mobile platform

SEB Luxembourg can now meet the expectations of its growing global private banking client base, who can get a full insight into their accounts and investments, as well as making transactions from any device. New functionality, including secure messaging, makes it simple and safe to transfer documents and reduces the manual workload on SEB staff.

"It's an easier life for us and our clients – instant, secure communication reduces the need for paperwork and provides more transparency for customers," says Majus. "The brand identity is also much clearer and more consistent with our wider image."

One element that particularly impressed Majus and his team was the speed with which Fujitsu worked: "One of the main challenges was meeting key deadlines and timelines. However, Fujitsu's proactive and structured approach combined with SEB's agile way of working meant it was always on time."

The new online platform also makes it simple for SEB to introduce new features and plug in digital innovations developed in different parts of the bank. This means it can keep up with changing customer demands with minimal additional investment. For example, it is currently adding new authorization features to make it even easier for customers to log in. It also ensures that SEB is compliant with all relevant regulations and that each customer can access all the information they are entitled to.

"We have happy clients, which is the most important thing to us. Fujitsu and Nvision have provided a flexible, secure online platform that can grow as our needs change," concludes Majus. "It has been a compelling collaboration that brings our mobile and online offering into the 21st century and beyond."

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