

Equiniti

Company: Equiniti

Industry: Financial Services

Solution

- Leveraged Microsoft Office SharePoint Server's ability to enable backend systems to integrate with the built-in workflow and web forms capability
- Scalable, flexible, and cost-effective platform able to support future business developments
- Helped to improve efficiency and reduce costs by enabling business managers to interact with the site without IT involvement

Deployment Environment

Microsoft Office SharePoint Server
Microsoft .NET2
WebTrends Analytics 8

Equiniti gains real-time control over its share portfolio management website

Company Profile

Equiniti, previously Lloyds TSB Registrars, is the UK's leading provider of share registration services. The organisation acts as Registrar for over 700 companies, including more than 55 of the FTSE 100 companies, and manages around 24 million shareholder and employee accounts.

Challenge

Equiniti was looking to reduce the strain on its resources through updating the share portfolio management capability within its "Shareview" website. Using the site had to become second-nature for account administrators by offering a self-contained process that was easy to use, informative, and engaging.

Solution

For the new "Shareview 2" site, EMC® Consulting*, part of EMC Global Services, selected Microsoft Office SharePoint® Server (MOSS) 2007 as the content management tool because of its integrated platform capabilities. The technology was at Beta stage, placing Equiniti at the leading edge of online share portfolio management. .NET2 and WebTrends Analytics 8 were used to extend the reporting functions, enabling extremely detailed analysis of user interactions with the site.

Highlights

- EMC Consulting worked successfully with Equiniti to develop Shareview 2, the first stage in the redevelopment of the whole Shareview service
- The delivered website enables Equiniti to offer rapidly updated, accurate, and relevant information for online share portfolio management
- Call centre traffic and paper correspondence has been greatly reduced through customers having "self-service" access to public information and the ability to buy and sell online
- The site has become a significant shop window and an important income-generating tool with the ability to cross-sell other products.

Results

With the implementation of Shareview 2, Equiniti has gained total control of their product from both an operational and a business perspective. They no longer have to interact with the IT department to make changes to the site, which has generated cost savings and efficiency gains. Business managers can now interact directly with the site, providing constantly updated information in a very user-friendly way to customers, adding real value to their experience.

"We chose EMC Consulting to develop Shareview 2 based on their development approach and previous expertise in SharePoint. We're now leveraging the work we've already delivered and will be creating new features and functionality on the site which will include online transactions."

Mike Jolliffe
CTO, Equiniti



* EMC Consulting delivered this project through acquired UK-based company, Conchango, which combines consulting skills with creative and technical expertise.