

Deutsche Börse Group



Going Online with EMC Documentum Content Management Platform

Benefits

- Centralized organization and decentralized management of Web content
- Fast and efficient publishing, reuse, management, and adaptation of Web content
- Smooth expansion of existing websites as well as easy creation of new portals
- Central platform for maintaining several portals with varying layouts, designs, and structures
- Easy management of website navigation
- Time and cost savings through the use of standardized input and output templates
- Clear navigation through uniform Internet architecture and division of the website into five content areas

Business overview

Deutsche Börse has been organizing the German securities market for 400 years. Today, this stock exchange and transaction service provider uses leading technology to streamline securities trading for investors and companies in global capital markets. With headquarters in Frankfurt, the company has more than 3,300 employees in Germany, Luxembourg, Switzerland, and the United States.

Deutsche Börse's Internet portal, deutsche-boerse.com, plays a key role in the company's service offering. With an average of 150,000 page impressions a day, the website is one of the most active and successful Internet services in the German finance sector. Visitors to the portal can find first-hand information about financial markets. With only a few clicks they can call up trading information on important stock, futures, and bond markets in real time, and they can access statistics and analyses.

Challenges

Until summer 2003, the Internet infrastructure of Deutsche Börse Group consisted of approximately 70 different Lotus Notes databases, each with its own layout and design. The Web presence had grown steadily and management of so many Web sites was becoming increasingly laborious and complex. Tasks such as publishing new Web content had to be carried out repeatedly for each individual site, and Deutsche Börse was making a substantial investment in time and personnel to keep up with the workload.

Business Profile

Deutsche Börse Group

Stock exchange and transaction service provider for securities trading in global capital markets

Industry

Financial services

Geographies

Headquarters in Frankfurt, with offices in Germany, Luxembourg, Switzerland, and United States

Business Solution

Corporate portal, website management

Documentum Products

EMC Documentum Content Management Platform, Content Server, Web Publisher, Web Cache

Deutsche Börse launched a project to overhaul its Web infrastructure, with the objectives of creating a uniform appearance across all websites and delivering a content management system that would ensure first-quality content. The company wanted to provide tailored content to different user groups and user profiles. In addition, Deutsche Börse wanted to incorporate workflow and content management functionality that would allow content to be published quickly, reused easily, and managed efficiently—thereby saving time and money.

EMC Documentum solution

The result is deutsche-boerse.com, launched by Deutsche Börse Group in July 2003. The EMC Documentum® platform provides the content management infrastructure for the main portal as well as the websites of two of Deutsche Börse's subsidiaries, Clearstream and entory AG.

An important selection criterion for the solution was Documentum's long-standing experience in the area of enterprise content management. The EMC Documentum platform is considered a proven, solid, and future-proof base for the management of any type of content. The Documentum content management platform enables centralized organization, while allowing decentralized management of Web content for Deutsche Börse's more than 100 active website content authors.

The implementation was a joint engagement of Documentum Consulting and entory AG, who met Deutsche Börse's requirements to deliver the solution within the specified time-frame and guarantee a technically sound deployment.

Separation of layout and content

The Documentum platform provides a central content repository that ensures strict separation of layout and content as well as the definition of content types and publishing templates. This, together with workflow mechanisms, delivers powerful new efficiencies and enables website managers to modify layout and design quickly and efficiently.

New efficiencies through reuse

Expanding an existing website or creating additional portals has been greatly simplified by the Documentum platform, through reuse of existing components. The portal platform consists entirely of open source components, enabling content authors and managers to manage the navigation structure of the portals via the content management system (CMS).

"The system allows for several websites of different companies belonging to Deutsche Börse Group to be run in a single CMS, while using the same or only slightly modified input and output templates. Our fixed costs and TCO are thereby considerably reduced," said Sebastian Martinez Cabrera, project manager for e-business, Deutsche Börse AG.

Technology excellence—software and hardware

According to Deutsche Börse, one reason for the new portal's success is the technical excellence of the Documentum content management platform, which makes use of such technologies as XML and XSL. Furthermore, the system provides extensive staging and preview functions, essential features for a smooth publishing process. The system allows Deutsche Börse to assign access rights for certain areas of the website to content authors, content managers, or other user groups.

The Web-based front-ends provide authors with a comfortable authoring system that allows changes to be easily implemented from different locations via the Internet. All content passes through a three-part lifecycle before it becomes accessible for website visitors. The release of information is controlled through a workflow that also allows authors to set the release of content on the portal for certain intervals of time.

A central system consisting of the Documentum content management platform and a J2EE-based portal platform comprise the heart of the solution.

Documentum Content Server, Web Publisher, and Web Cache all run on SUN V480 servers with Solaris 8. In addition, the system is supported by an Oracle database running on two IBM p630s running AIX 5.1. The databases are defined as an Oracle cluster via Oracle Parallel Server to ensure high availability. This is important since the database servers not only act as databases for the CMS, but also constitute the database for the Web Cache target on the portal side. The database itself resides on an EMC storage device.

“With its longstanding experience, the Documentum content management platform is a robust and stable system. It provides us with a very solid and future-proof base on which to centrally organize the previously dispersed content of our Internet presence. At the same time, we have the option to decentralize management and reduce our fixed costs in the Web area.”

Rolf Barth, Director of E-business, Deutsche Börse AG

The high availability of the portal platform was attained by installing it on identically configured servers, which are addressed through a load balancer, and the redundant availability of the underlying Oracle database of the portal via a database cluster. The portal's hardware platform is an IBM p630 running AIX 5.1.

Summary

Since deutsche-boerse.com went online in 2003, it has met all expectations and is continuously being expanded. Only a few weeks after deutsche-boerse.com went live, the Internet presence of its subsidiary, Clearstream, went online. The portal of entory AG followed in March 2004. With all three portals, the Documentum content management platform ensures significant time and cost savings through reusable system components, and through the open source portal platform that provides integration with the underlying Documentum system.

About Documentum software from EMC

Documentum software from EMC Corporation includes enterprise content management solutions that enable organizations to unite teams, content, and associated business processes. With a single platform, EMC Documentum software enables people to collaboratively create, manage, deliver, and archive the content that drives business operations, from documents and discussions to e-mail, Web pages, records, and rich media. With Documentum enterprise content management, organizations improve their competitive advantage by accelerating time to market, increasing customer satisfaction, and reducing operating costs. For more information, visit www.emc.com/documentum or call **800.607.9546** (outside the U.S.: +1.925.600.6754).

About EMC

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Customer Profile
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