

The logo consists of a stylized blue 'S' with a white outline, positioned to the left of the text 'Eclipse Scout'.

Eclipse Scout

Eclipse Scout in the Banking Industry

**Eclipse Banking Day 2010, June 1st, Copenhagen
Jens Thuessen, Andreas Hoegger, Matthias Zimmermann**



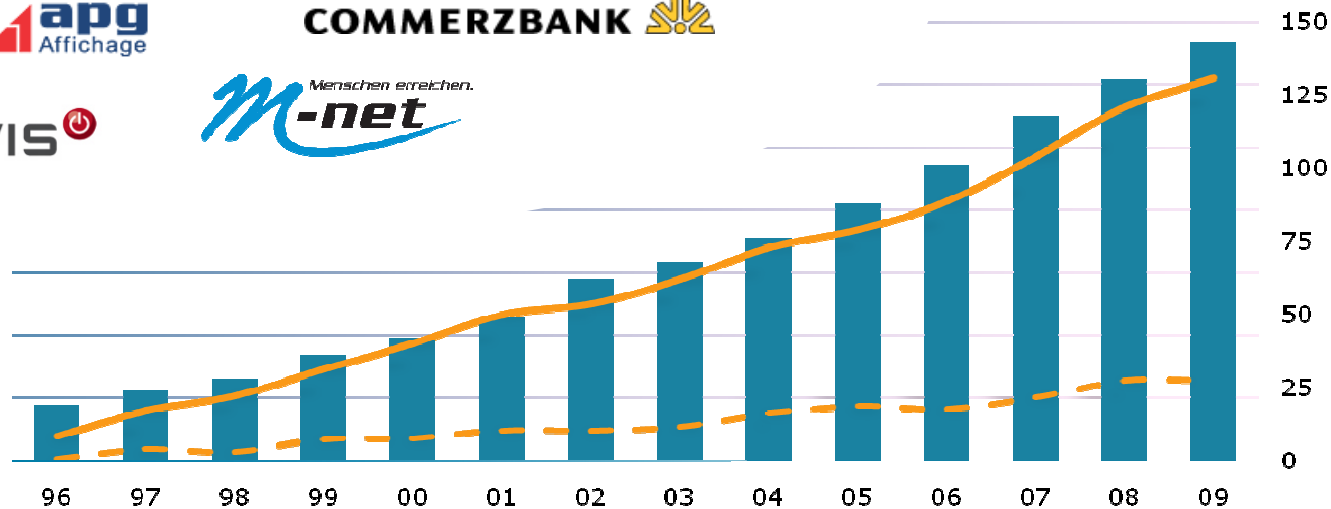
Talk Outline



-
- **Introduction**
 - Who is BSI (Jens)
 - Make or Buy (Jens)
 - The Challenge (Matthias)
 - **3 Cases**
 - Credit Card Services (Matthias)
 - Customer Support (Andy)
 - Account Opening Workflow (Andy)
 - **Eclipse Scout**
 - Management Summary (Andy)
 - Outlook (Matthias)
 - **Discussion, Questions**



Who is BSI





Make or buy



- **Why buy**

- Managers like to buy out of the box 😊
- Content of box doesn't fit my business 😞
- Necessary adaptations don't fit into budget 😞

- **Why make**

- "Perfect", modern, flexible, architecture 😊
- "Drowning" in details, missed schedules, exploding costs 😞



- **Do both with Eclipse Scout, and BSI Solutions**

- Quality, Time to Market, Costs ca. factor 2-4
- Synergies between Projects developers start talking
- Lifelong valid Architecture

Our products are 16 years old, were always leading in technology and never end of life.



Which one is easier to sell?



Slow, Boring, Expensive, Old

60 L/Hour avgas, 125 Knots
full fuel payload: 4 persons
operation costs: >300 Euro per hour
100'000 Euro, Year 1972 *Certified*



Fast, Fun, Safe, Cheap, Modern

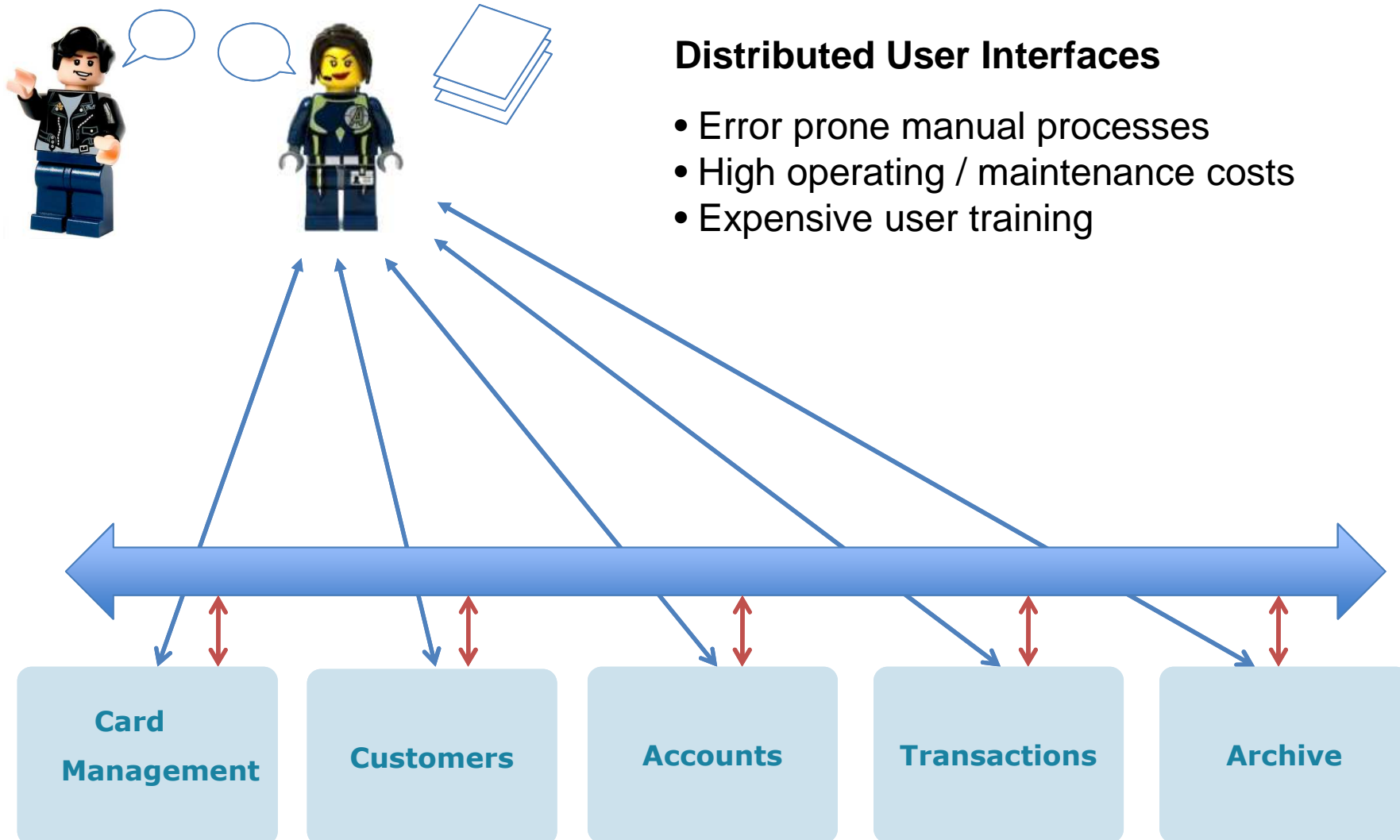
20 l/hour mogas, 135 Knots
full fuel payload: 4 persons
operation costs: <100 Euro per hour
100'000 Euro, Year 2009 *Experimental*



The Challenge

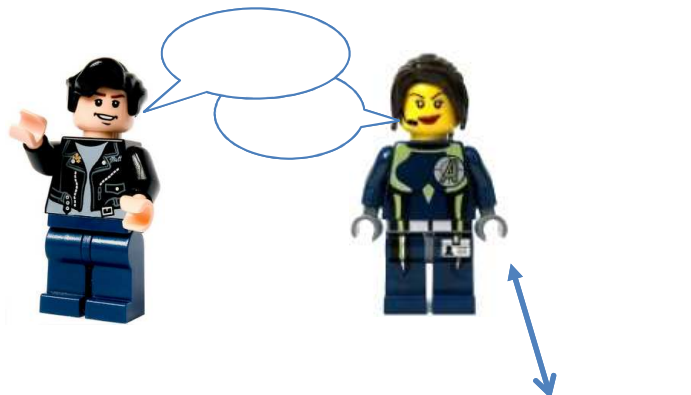


Traditional Situation



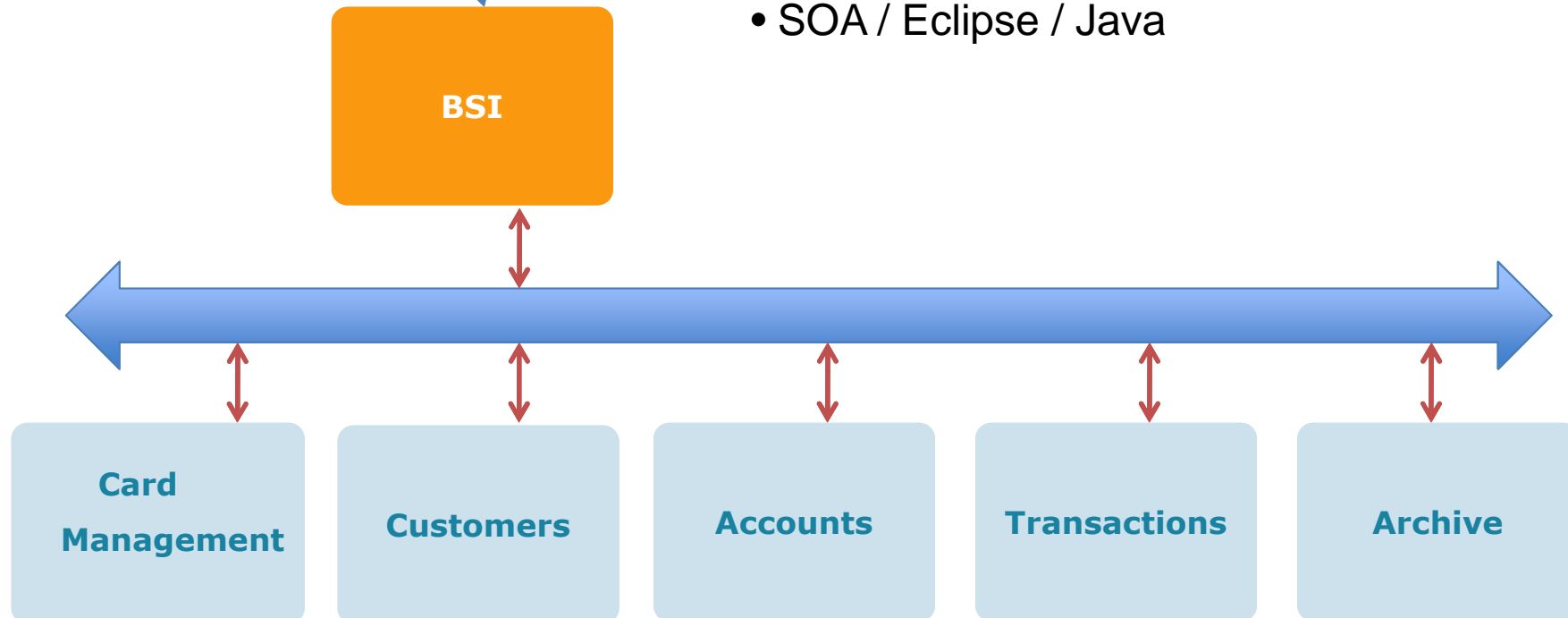


Typical Approach



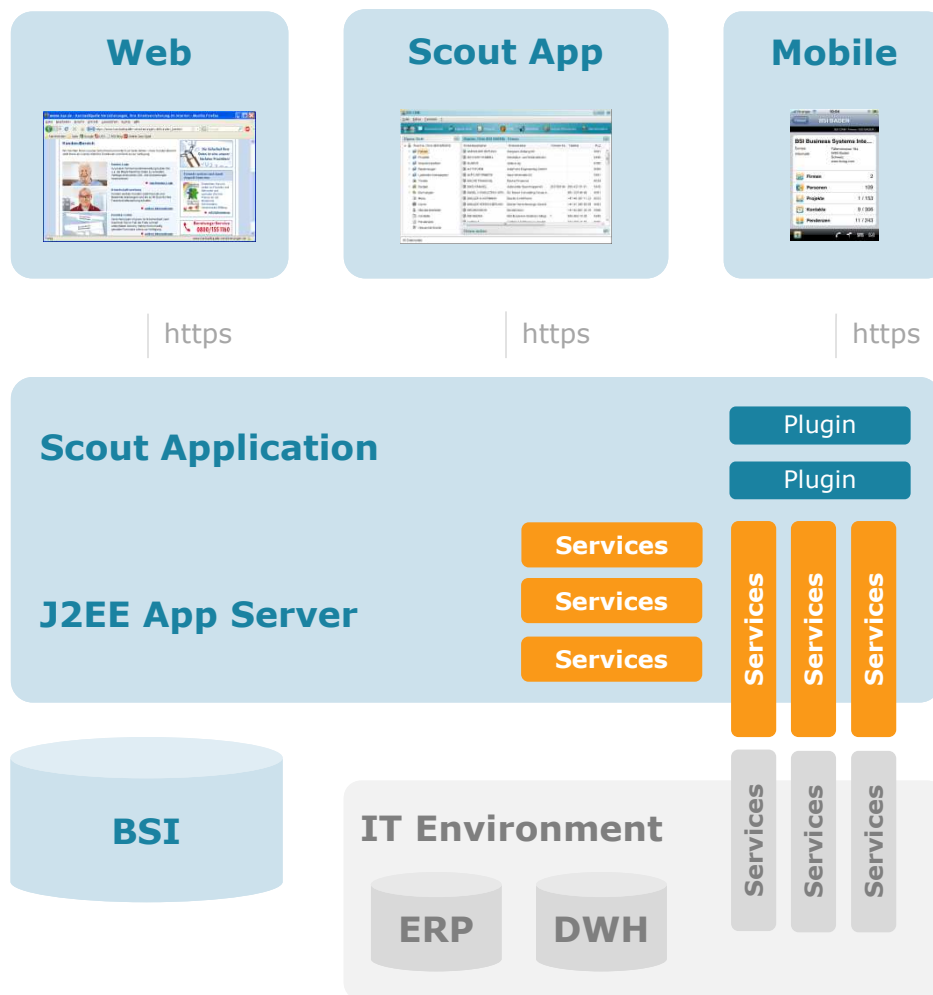
Single Customer View

- Less training is required
- User productivity increased
- Client satisfaction improved
- Open application stack
- SOA / Eclipse / Java





Scout Applications





Eclipse Scout



- **Customer Benefit**

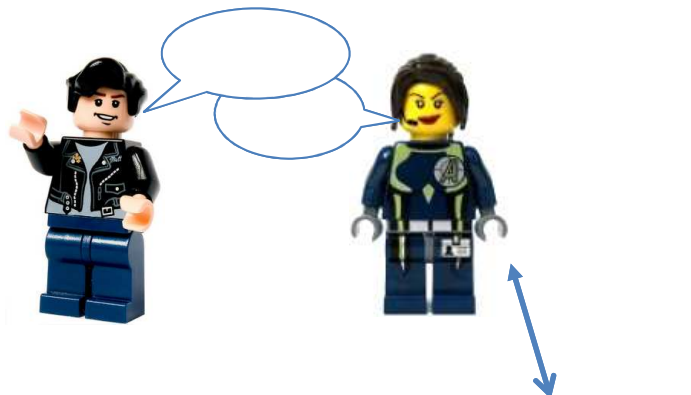
- Leverage functionality of existing solutions
 - **BSI Contact**
 - **BSI CRM**
 - **BSI Account**
 - Based on an open application stack
 - Stability, flexibility, simplicity of Eclipse Scout
 - Equinox OSGi / Eclipse Platform / SOA
 - Joint development option
- Affordable integration and adaptation to customer needs

BSI Contact

Case 1

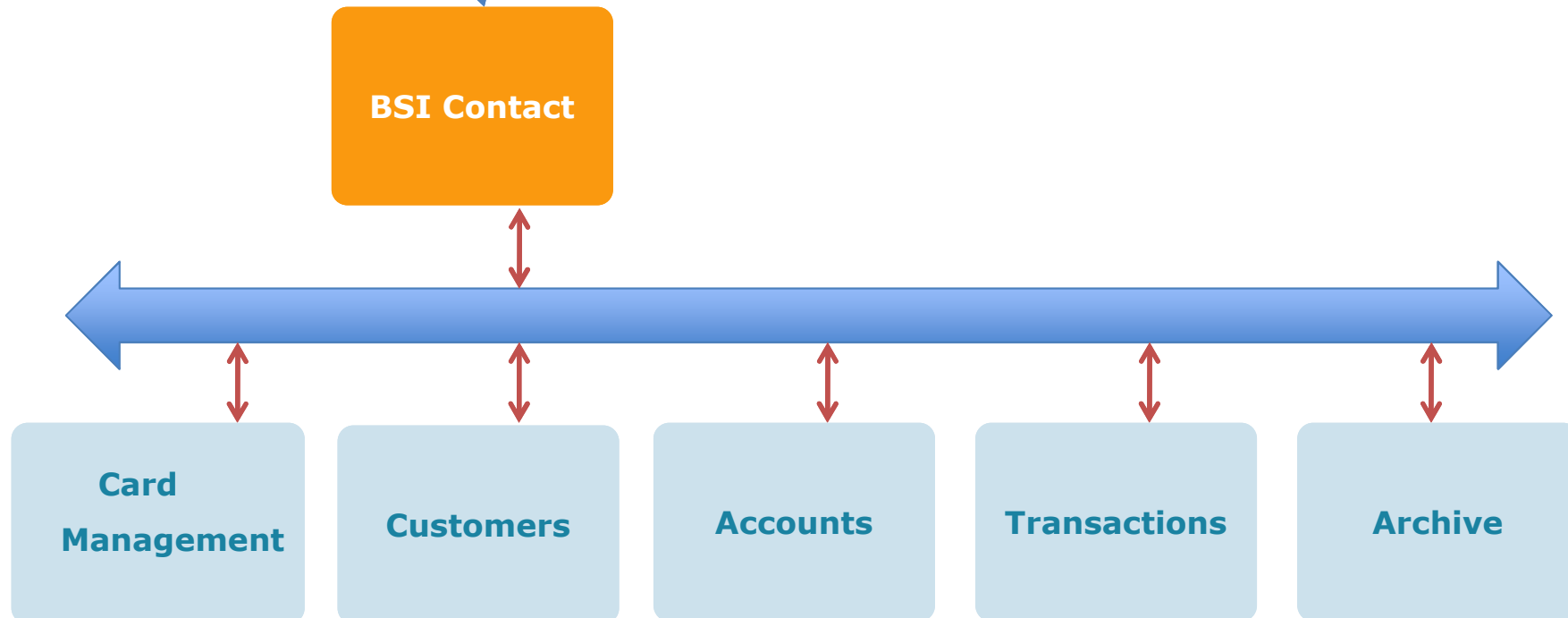


Typical Approach



Single Customer View

- Less training is required for new agents
- Agent productivity increased
- Client satisfaction improved
- SOA / Eclipse / Java





General Setup



- **Relevant Business Cases**

- Lost / stolen credit cards
- Inquiries about billing / blocked transactions ...
- Credit limit updates
- PIN resets

- **Existing Solution**

- Too complex, too many systems involved
- Individual systems oriented along internal departments
- Individual systems not well aligned with call center needs
- Use of paper documents, checklists



Overview Facts



- **Project**

- **€ 1.000.000** volume
- **9 months** duration (Kickoff meeting → Go-live)

- **Application**

- **millions** of credit cards
- **3.000** calls per day
- **300** call center agents
- **From 12 to 2** weeks training time



Implementation



- **BSI Contact**

- BSI Contact based on Eclipse Scout framework
- Necessary adaptations for credit card business
- Call center agents now work with a single system
- Process wizard support for business cases
- No more paper checklists

- **Integration in IT Landscape**

- Existing systems via webservice
- Process engine (IBM, WebSphere Process Server)



Detail: Call Transfer



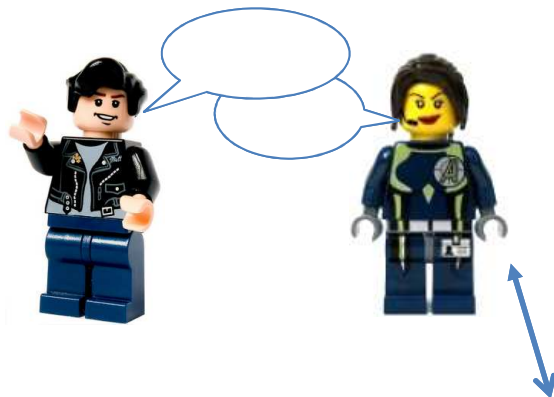
-
- **Clients don't like to be transferred**
 - **Clients hate to repeat their requests**
 - **Scenario:** Current agent not authorized to update credit limit
 - Call to be transferred to authorized agent
 - **Minimize Client Pain**
 - The exact screen - including the current process step – can be transferred to the authorized agent
 - New agent continues at the exact state handed over by the previous agent

BSI CRM

Case 2

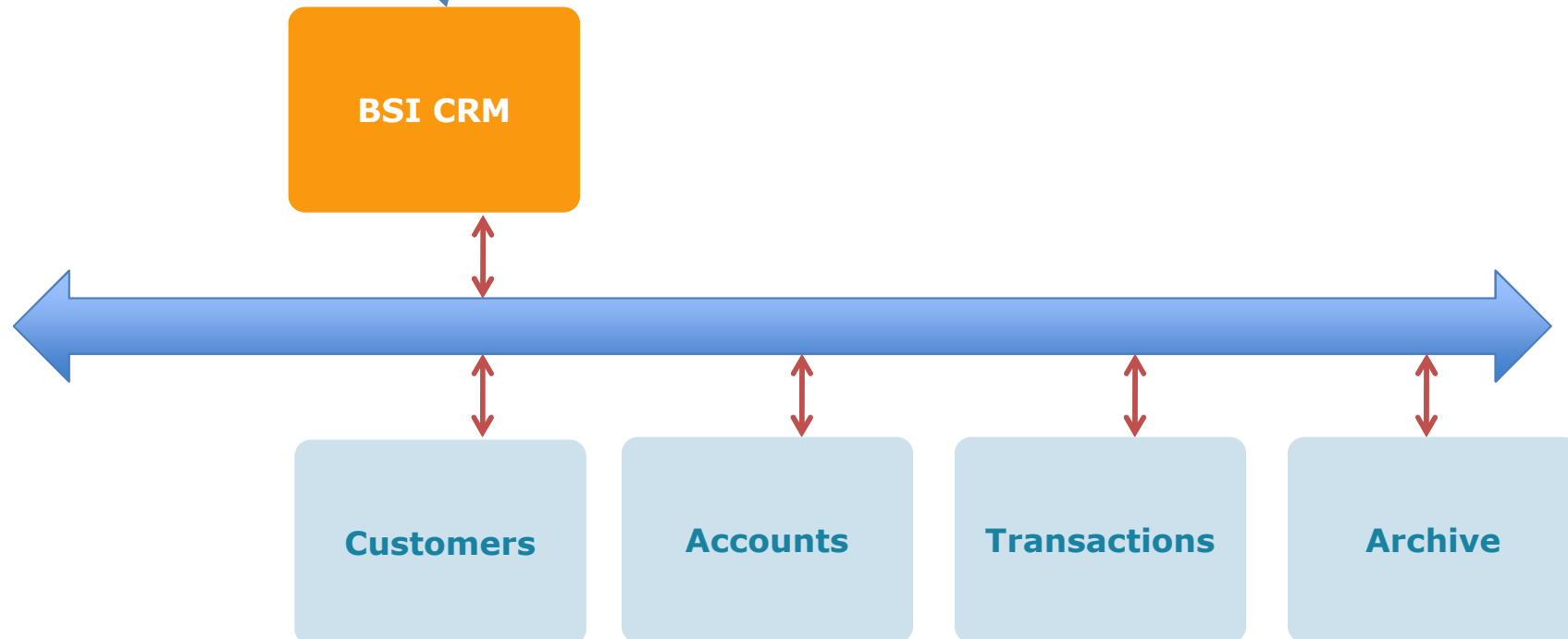


Typical Approach



Single Customer View

- Less training is required
- User productivity increased
- Client satisfaction improved
- SOA / Eclipse / Java





CRM Features



Sales

Customer history, Lead Management: From contacts to opportunities, to offer generation, Strategic Selling, document management, task management

Marketing

Campaign management: Review Process, Duplicate detection and resolution, Mass mailings,
Multi Channel: Email, Letter, SMS, Phone, Lead generation

Contact Center

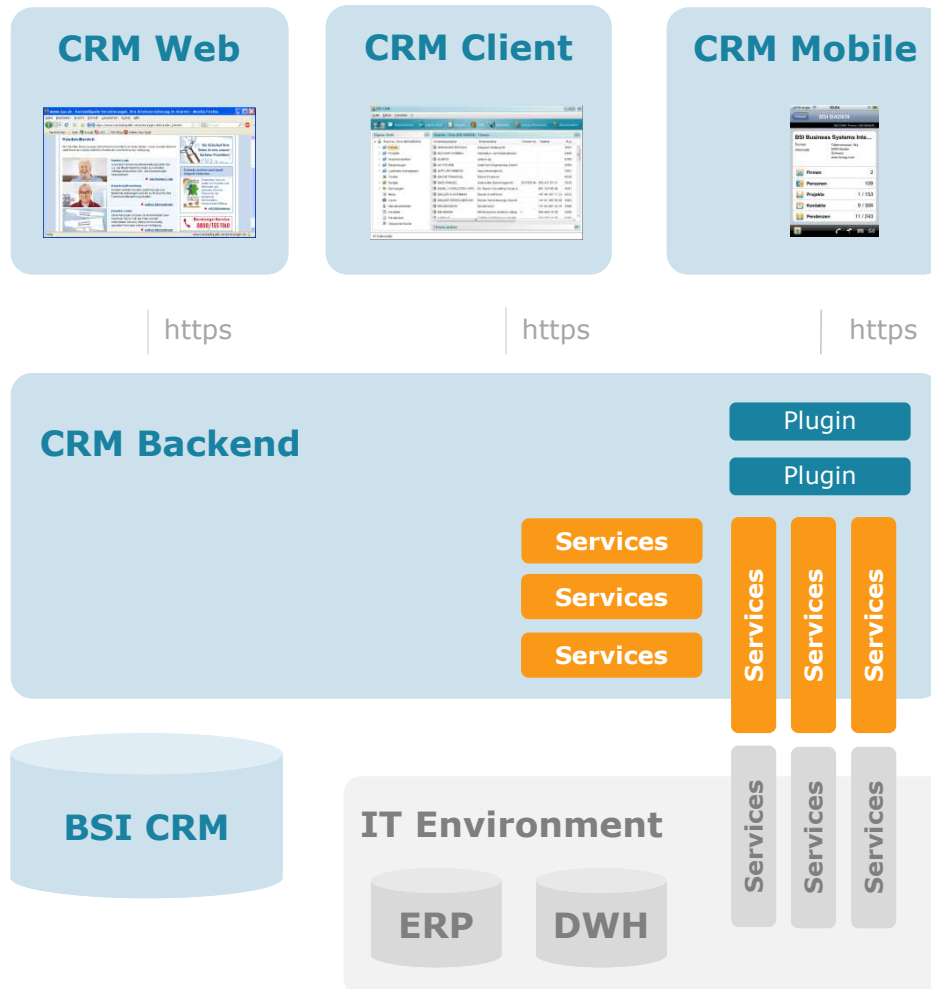
Computer telephony integration (CTI)
Basic contact center functionality

Reporting

Sales funnel, Forecasts, Financial history, Corporate Performance Management
Office integration: Customer Reports (Word/PDF), Diagrams, Pivot Tables, Charts



CRM Architecture





Overview Facts



- **Project**

- **€ 500'000** initial volume
- **6 months** duration (Kickoff meeting → Go-live)

- **Application**

- **1'200** users
- **One system**
- **One UI** Integration into a shared user platform based on Eclipse RCP
- **30** interfaces to other applications



User Interface



The screenshot displays the BSI CRM user interface with several overlapping windows. The main window shows a 'Prognose Chart' (Forecast Chart) and a 'Forecast - Accumulated' table. A 'Budget (Company)' table is also visible. An Excel spreadsheet window titled 'Mappel - Microsoft Excel' is open, showing a bar chart titled 'Häufigkeit' (Frequency) with various project names on the x-axis. The BSI CRM interface includes a navigation menu on the left, a top menu bar, and a toolbar. The Excel window shows a standard ribbon interface with various tabs and options.

Forecast - Accumulated

Month	Year	Potential	Budget	Sales price (weighte	Turnover	Currency
Januar	2006	928'602.74	1'770'312.41	2'374'114.34	1'059'203.11	CHF
Februar	2006	1'763'534.25	3'369'304.27	3'084'666.60	3'705'808.22	CHF
März	2006	2'690'136.99	5'139'616.68	4'486'061.77	4'670'903.95	CHF
April	2006	3'586'849.32	6'852'822.25	5'879'542.55	5'723'620.14	CHF
Mai	2006	4'513'452.05	8'623'134.66	8'299'679.07	7'455'109.18	CHF
Juni	2006	5'410'164.38	10'338'340.22	10'086'651.52	10'137'783.46	CHF
Juli	2006	6'336'767.12	12'106'652.64	11'574'069.11	11'089'498.08	CHF

Budget (Company)

Project	Detail	Dates	Customer	Companies and persons	Full text	Extended Search
01.09.2007	Total					1'000'000.00
18.09.2007	Outsourcing BEDA		S...	Potential	0 %	20 %

Find project (Project)

Project	Detail	Dates	Customer	Companies and persons	Full text	Extended Search
Project short name						Product
Project No.						Project type
Project name						Degree of interest
Customer						Reason lost
Salesperson	Thuesen, Jens B. (BSI BADEN)					Additional information
Project owner						Info
Project manager						Without varia

Häufigkeit

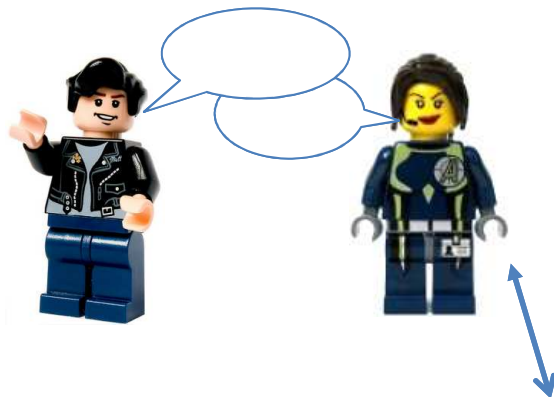
Project Name	Häufigkeit
SWESCAP	15
HOLMIN GROUP	32
ALPHA PROJECT	10
WASSERWERKE ZUG	15
OSFC	22
EDLEHNPARK	2
DEZA	2
COMIT	52
TAMEDIA	45
MOBILAR VERSICHERUNG	58
<Unbekannt>	2
MERCEDES-BENZ AUTOMOBILE AG	2
SWISSPOSTSTELLEN U. VERKAUF	2
VALORA AG	2
VEICA	2
METAVERUM AG	2
EDI BERN	2
HANGARTNER	2
RINGIER	2
VALORA	2
ABSCHWEIZ	2
BASELVERVERSICHERUNG	2
BW FUHRPARK	2
SCHINDLER MANAGEMENT	2
SIB	2
SWISSPOSTSECUREPOST	2
KANTSO	2

BSI Account

Case 3

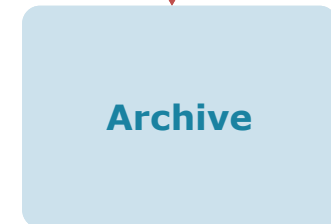
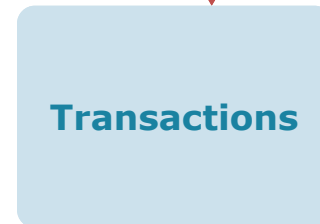
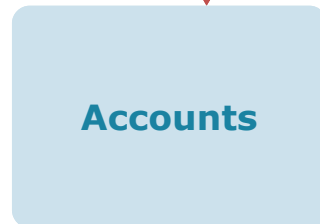
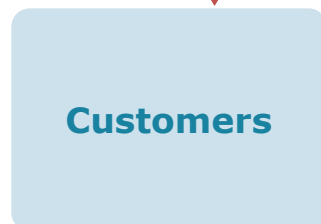


Typical Approach



Single Customer View

- Less training is required
- Agent productivity increased
- Client satisfaction improved
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Overview Facts



- **Project**

- **€ 1.200.000** volume
- **6 months** duration (Kickoff meeting → Go-live)

- **Application**

- **300** account applications / modifications per day
- **100** account managers
- **From 265 down to 45 interactions** to open an account



Implementation



- **BSI Account**

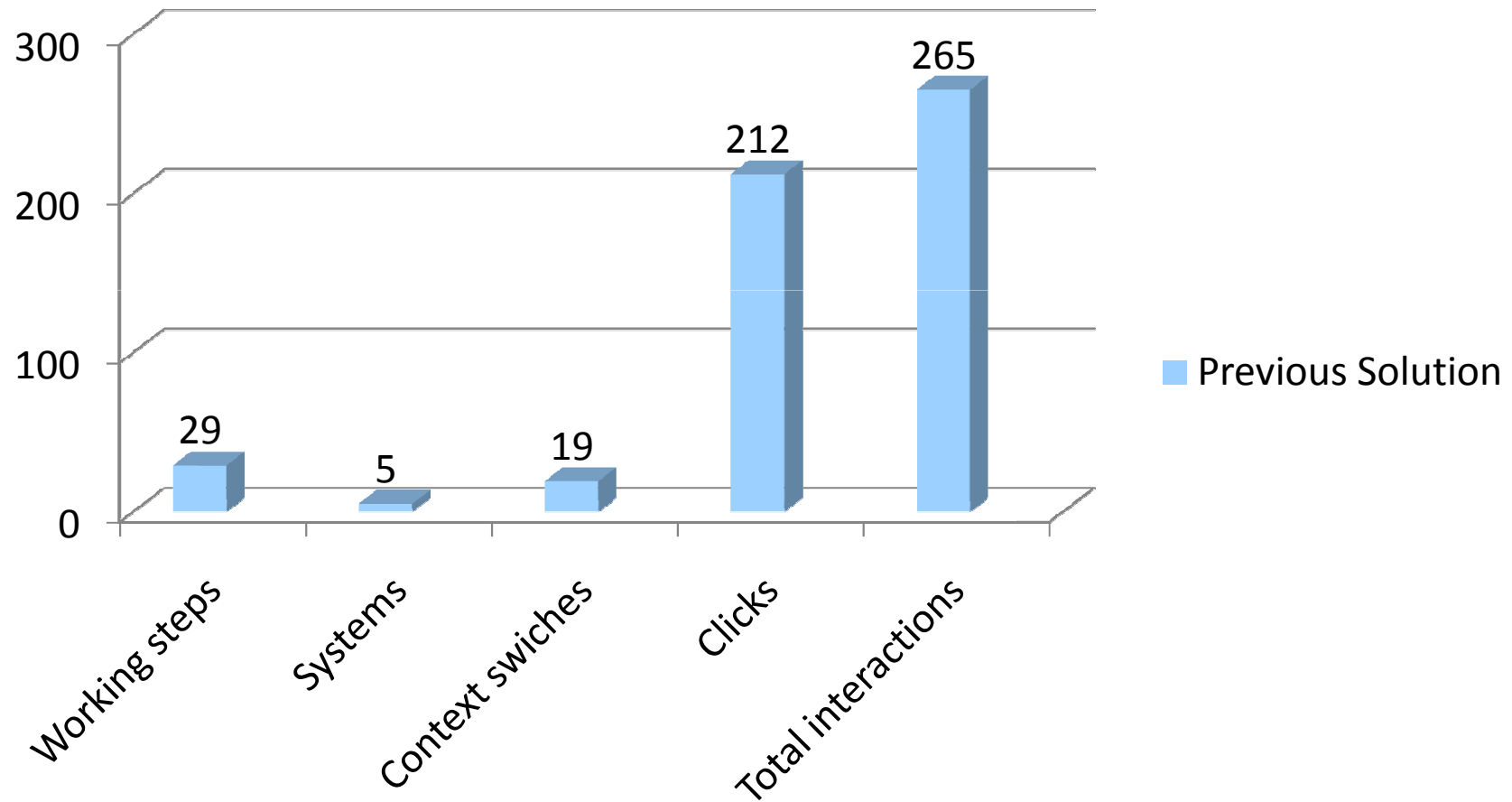
- Based on Eclipse Scout framework
- Computer telephony integration (CTI)
- Process wizard support for business cases
- No more paper checklists

- **Integration in IT Landscape**

- Existing systems via webservices, JMS, and others
- Document archive integration
- Process engine (CARNOT)
- Hibernate

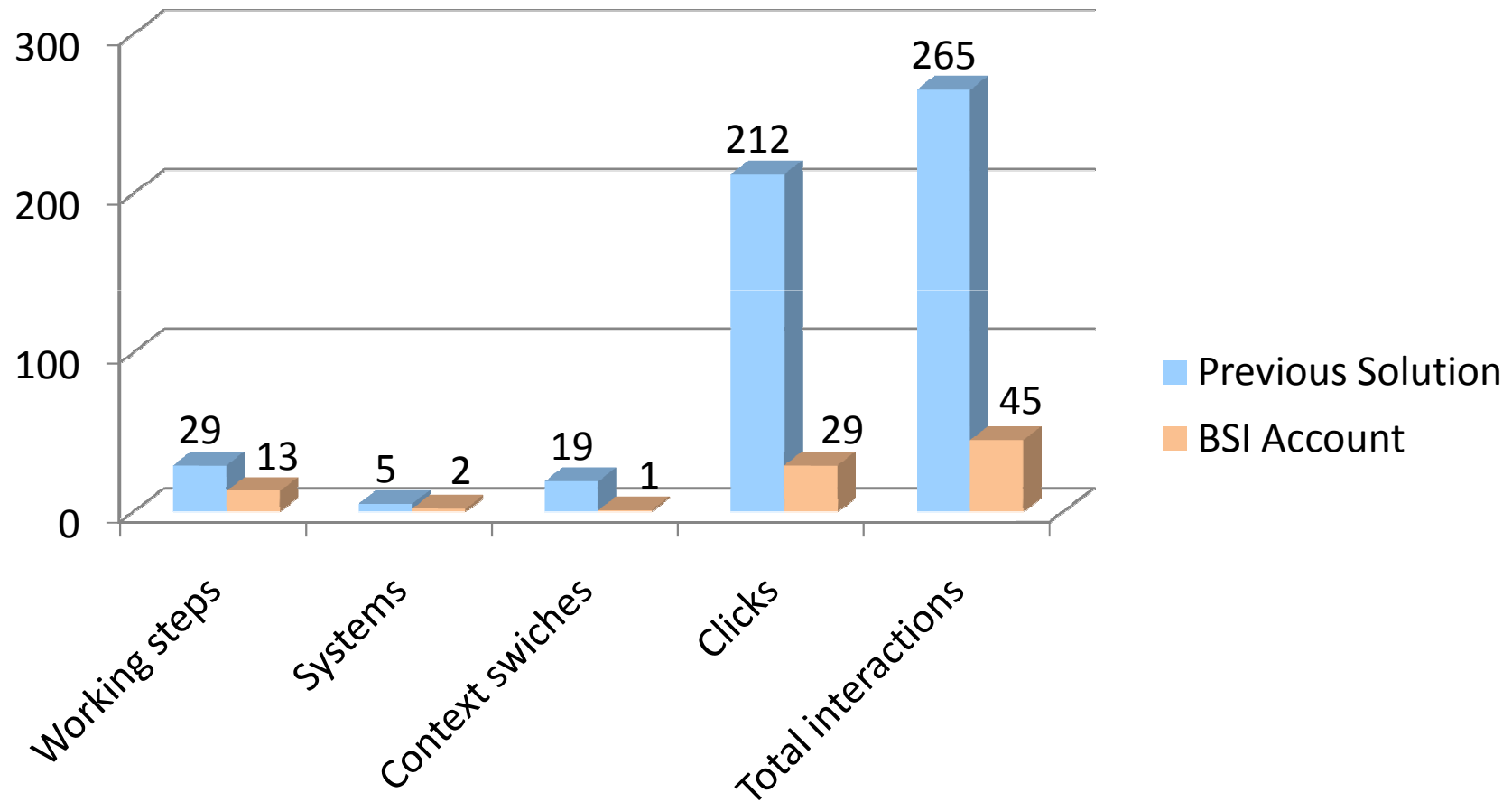


Previous Solution





Improvement



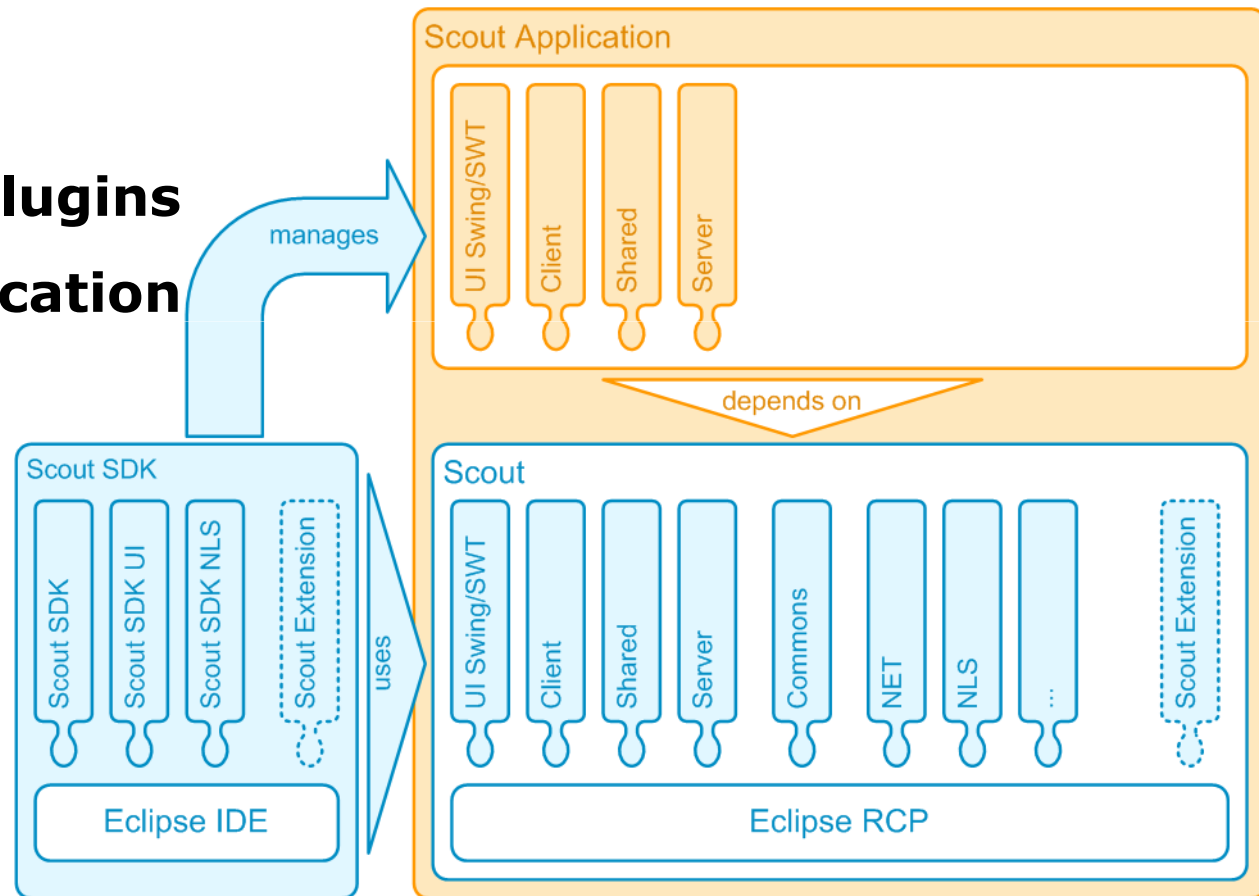
Eclipse Scout



Architecture



- **Scout**
- **Scout SDK**
- **Application Plugins**
- **Sample Application**





Scout SDK



The screenshot displays the Eclipse IDE interface for the Scout SDK. The Scout Explorer on the left shows the project structure for 'com.bsiag.minicrm', including the 'ui.swing' package and the 'client' package. The Scout Object Properties window in the center shows the configuration for a 'NameField (Name)' widget, including general attributes like label, position, and mandatory status. The main editor on the right shows the Java source code for 'CompanyForm.java', which defines the 'NameField' and 'SectorField' classes.

```
public class NameField extends AbstractStr
{
    @Override
    public String getConfiguredLabel() {
        return Texts.get("Name");
    }

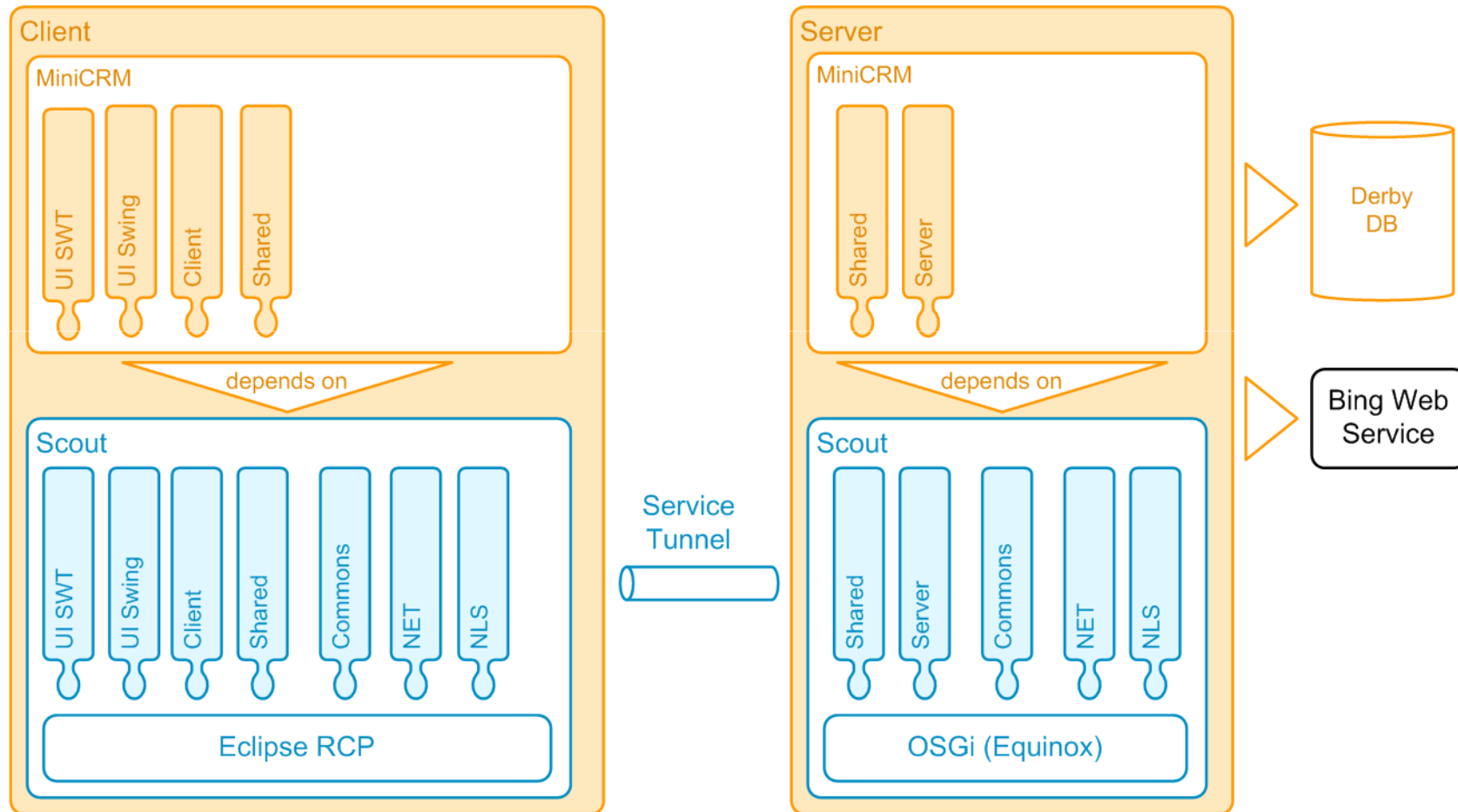
    @Override
    protected boolean getConfiguredMandatory()
    {
        return true;
    }
}

public class SectorField extends AbstractS
{
    @Override
    public String getConfiguredLabel() {
        return Texts.get("Sector");
    }

    @Override
    public Class<? extends ICodeType<?>> get
    {
        return SectorCodeType.class;
    }
}
```

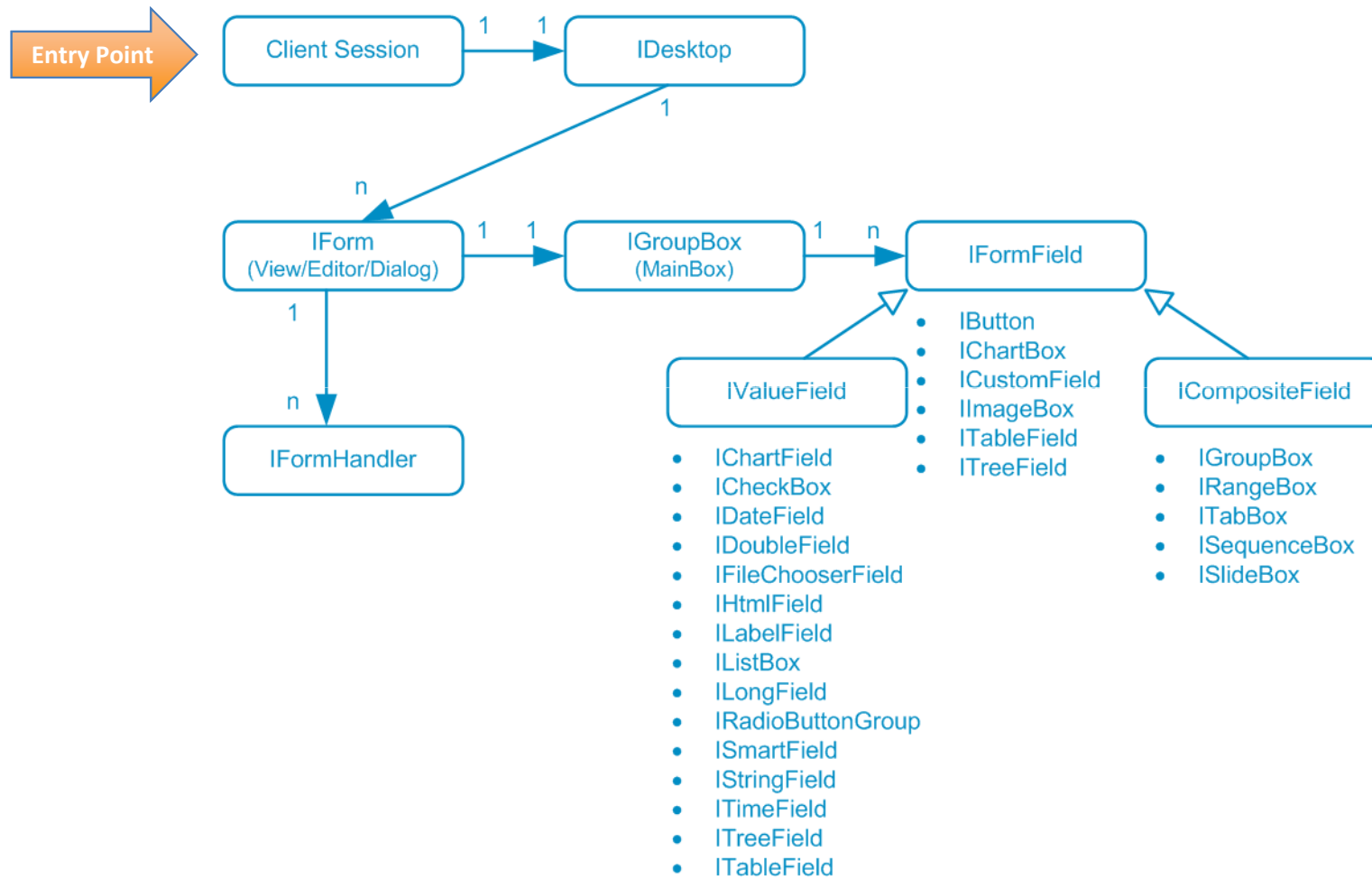


Example Application



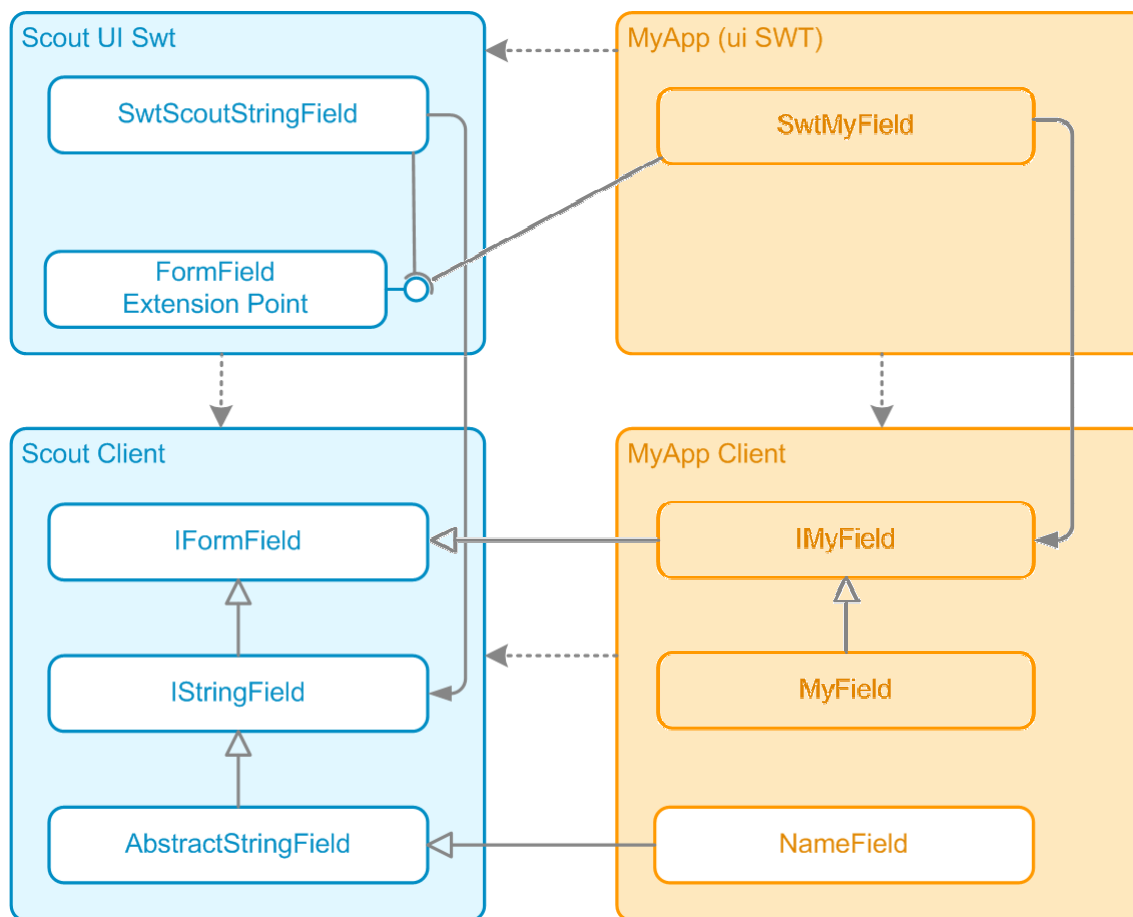


Component Model





Representation





Benefits



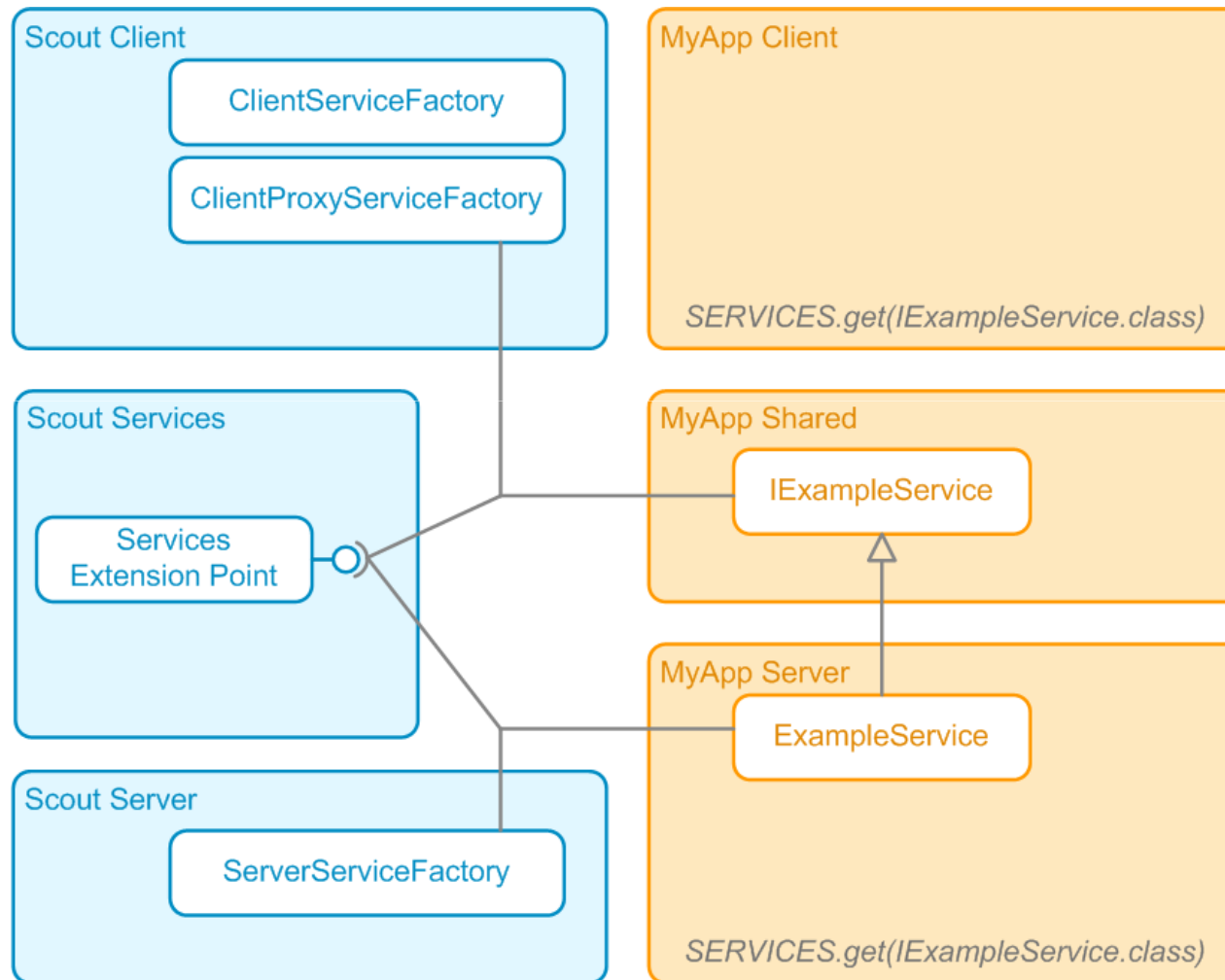
- **Flexibility**
 - Ability to exchange UI layer (Web, Swing, SWT)
 - GUI less client testing
 - Clearly defined application architecture
- **Stability**
 - Separation of the UI layer
 - Abstract component models
- **Extendibility**
 - Representation
 - Components
- **Sound Architecture**
 - Easy to learn
 - Reapply knowledge across projects



**Simple,
stable,
flexible**



Services (SOA)





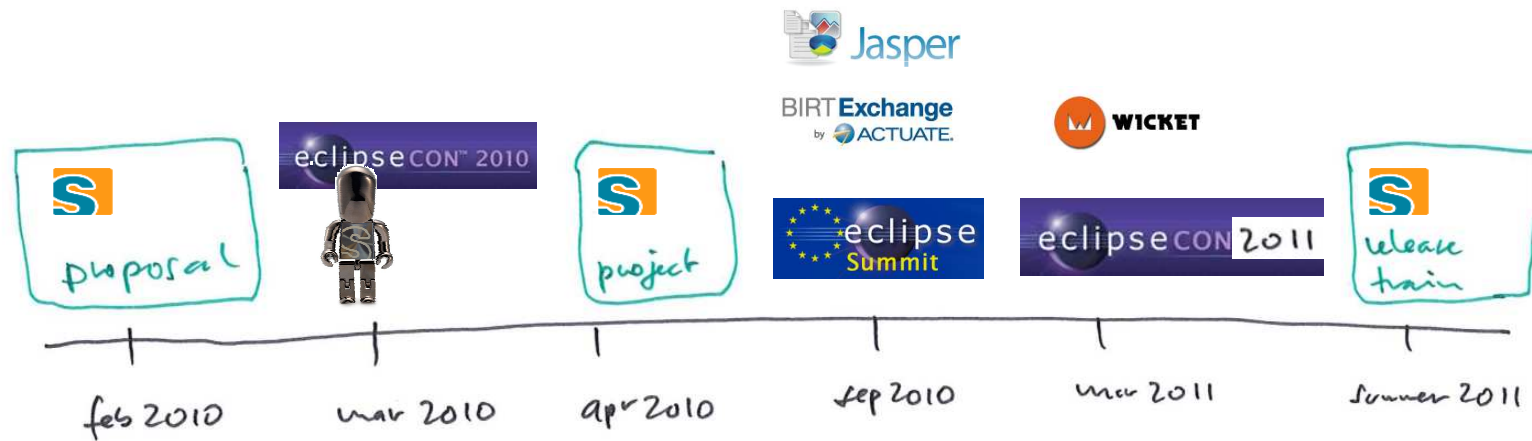
More Benefits



-
- **Modularization**
 - Exchangeable, multiple implementations
 - ESB node compliant
 - Reusability
 - Transactions
 - **Simplicity**
 - Service proxies
 - Client notification

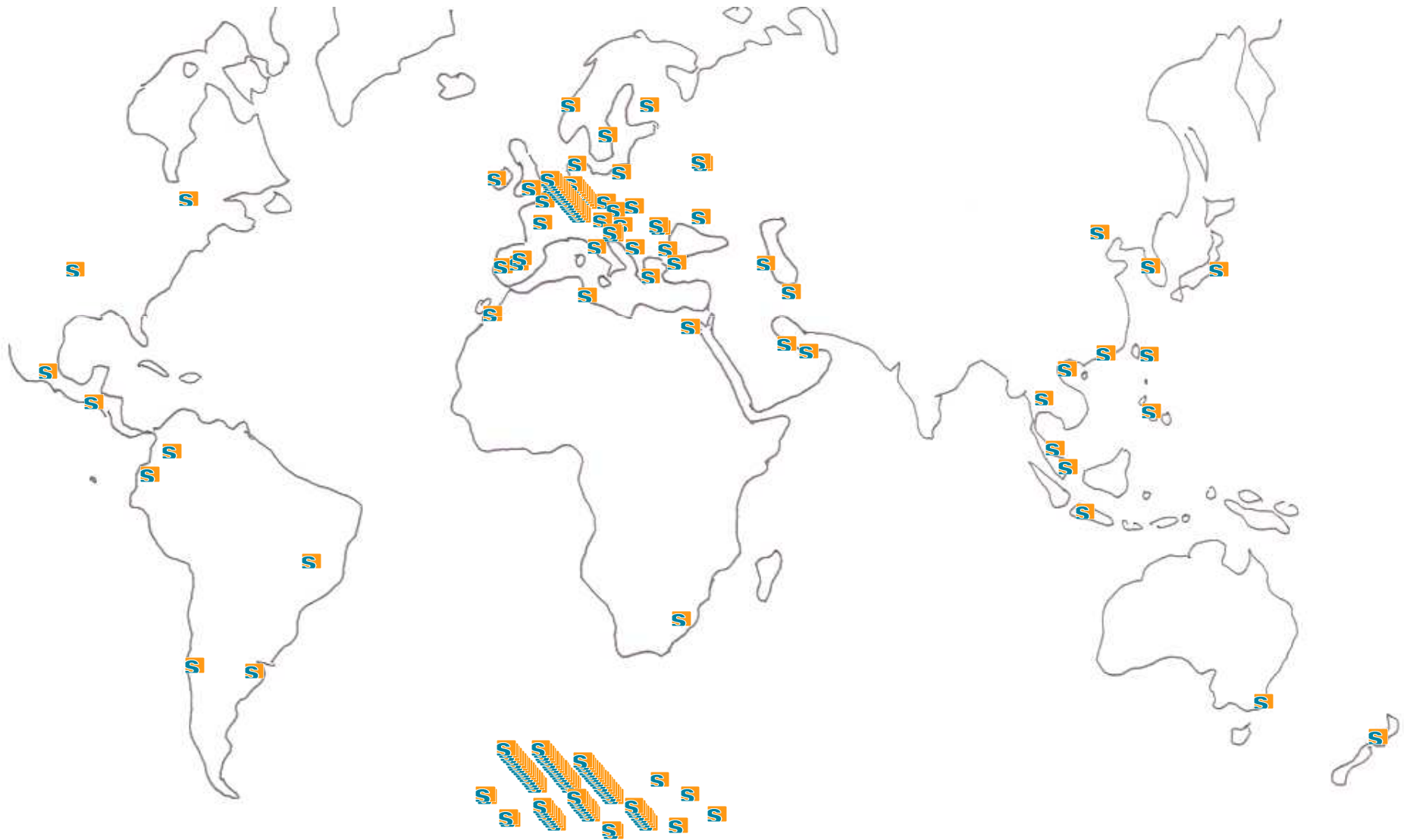


Outlook / Roadmap





Scout Deploys





Scout Infos

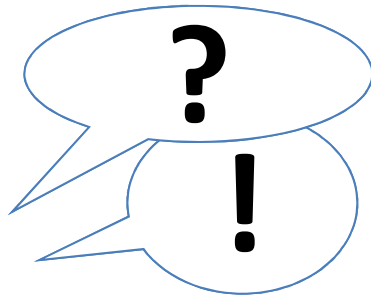


- **Links**

- Wiki <http://wiki.eclipse.org/Scout>
 - Forum <http://www.eclipse.org/forums/eclipse.scout>
 - Blog <http://www.bsiag.com/scout/>
 - Twitter <http://twitter.com/EclipseScout>
-
- Homepage <http://www.bsiag.com/Scout> ... now...
 - Homepage <http://eclipse.org/Scout> ... soon ...



Discussion, Questions



Thanks