Adobe Flex part of our IT Strategy

IT Architecture and strategy

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Dexia-BIL (www.dexia-bil.lu)

- Member of Dexia Group
- International presence:
  - Australia, Austria, Bahrain, Belgium, Cayman Islands, Canada, Denmark, Spain, France, Germany, Hong Kong, Ireland, Italy, Jersey, Netherlands, Singapore, Switzerland, United Arab Emirates, United Kingdom
- Activities:
  - Private Banking
  - RBC Dexia Investor Service (Global Custody, Fund and Pension Administration, Securities Lending ...)
  - Asset Management
  - Financial Banking
  - Commercial Banking
Dexia-BIL  IT services

IT Services

- IT BRM
- Project & Study
- IT PMO
- BSI
- IT Operation
- IT Personal Financial Service
- IT Personal Finance & Risk
- IT Strategy & Architecture
IT Strategy - Principles

- Vision
- Transition
- Strategy
- Implementation
- Build
- Maturity

Objectives over Time
IT Strategy - Dexia BIL

- **Component approach**
  - Back End (Framework, ESB, Process Choreographer)
  - Build Maturity

- **Customer approach**
  - Front end (RAD, RIA)
  - Build Maturity

**Vision**

- 2000
- 2005
- 2006
- 2009

**Transition**

- 2000
- 2005
- 2006
- 2009
IT Strategy - Dexia BIL

VISION | TRANSITION
---|---
Component approach
Back End (Framework, ESB, Process Choreographer)
BUILD | MATURITY

VISION | TRANSITION
---|---
Customer approach
Front end (RAD, RIA)
BUILD | MATURITY

2000 | 2005 | 2006 | 2009
VITALITY
Check

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13 November 2006
Component approach - Maturity

1. SERVICE IMPLEMENTATION
2. SERVICE ORIENTED INTEGRATION
3. GENERAL ENTERPRISE INTEGRATION APPROACH
4. ON DEMAND
Transition - Be aware of the different life cycles

Component approach

VISION
TRANSITION
Component approach

FRONT
BACK
Transition - Different Contexts and Life Cycles

Component approach
Transition - Virtualization by contract
Objective - Assemble rather than build

- Build was the standard way of solving problem for IT
- Rework is still a major activity in IT we are still working on elementary function.
Objective - Assemble rather than build

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- Rework is still a major activity in IT, we are still working on elementary function.

Assembling everything:
- Assemble services in back-end
- Assemble data component (structured and unstructured) in information services
- Assemble graphical components in front-end
Objective - Towards an industrial process
Objective - Towards an industrial process

Customer approach

Enterprise and Support

Distribution
Assembly
Manufacturing

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Objective - Rapid Application Development

- Still an average load of 3 days/man per screen
  - Poor reusability in front-end development
  - IDE design tools give up for complex screens
  - Struts, Tiles, taglibs, javascript, Ajax are complex

- Deliver as fast as possible
  - Deliver small component
  - Increase user feedback
  - Refine user requirement

Objective for 2007 with Flex: 1 screen - 1 man - 1 day
Objective - Rich Internet Application

- Enhance user experience
- Decision-support tools
- Disconnected mode
- Push information (real time)
- Interactive vectorial graphic
- Multimedia support
- Page flow
- Fine grained security
- User profiling
- Web deployment model
Objective - Multi Channels

- Cross platforms, cross browsers, cross devices
- Cross business unit
- Predictable experience and performance on different environments
Flex - Phase 0 - A sample Portfolio Application

- Integration with Flex Data Services
  - RPC Services (Remote Object)
  - Messaging (Collaboration, Pub/Sub)

- Integration with JavaScript, Ajax (with FABridge)

- Other relevant features:
  - Implement Cairngorm
  - Internationalized
  - …

- Successfully deployed on Tomcat + ActiveMQ and on WebSphere AS V6

- Sources of inspiration:
  - « Flex and JMS: Real Time Market Data Application » by Christophe Coenraets
  - « Flex JMS Chat on Tomcat » by Fumitada Hattori
  - « Internationalized Application » by Andy Rayne
Flex - Phase 1 - Prototype

- Based on a simple module in our existing Private Banking Portal
  - In Box module
- Risk limited
- Objectives:
  - Release in December 2006
  - Refine metrics for project evaluation
  - Define best practice
  - Performance and scalability evaluation
  - Understand the amount of bandwidth that will be needed
  - Evaluate flash plugin deployment
  - Expose any kind of problem early before they have major impact on main project
Flex - Phase 1 - Prototype - Overview

Browser
- JS, Ajax,...
- Flash Player

Web Server
- J2EE AS
- Struts
- Flex Data Services 2
- JMS
- Delegate

J2EE AS
- Endpoint (Ginko)

Enterprise Service Bus
- S1
- S2
- S3
- ...
- Sn

Client Side Presentation Layer

Server Side Presentation Layer

Integration Layer

Service Layer

13 November 2006

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Dexia Private Banking has redefined its growth strategy over a 10 years time horizon.

This strategy is mainly structured around international deployment (Organic, Greenfield, M&A) and some “niche opportunities”.

The support of a common Business Model through an harmonized Operating Model and Architecture is a key success factor in delivering this strategic approach.

Therefore Dexia Private Banking has launched the development of a common & flexible platform supporting the business model.

This front-office platform is independent of any core banking system.
This Business Model is supported by a specific Operating Model.

- **Certified Processes**
- **Pluggable IT Architecture**
- **Service Model**
- **Client Segmentation**
- **Deployment Model**
- **Channels**
- **Products & Services Offering**

Operating Model:
- **Expertise**
- **Certified Processes**
- **Pluggable IT Architecture**
This Business Model is supported by a specific Operating Model

- To fuel the Business Model, the « Private Banking Tool Box » in turn needs to be supported by a dedicated IT Architecture
- Flexibility is key to lead to a « Pluggable » Architecture easily deployable
Vision + - Planning

- R1 - Prototype 06/2007
  - Limited business functionalities but complete technology stack
- New functionalities in new system and parallel run with legacy system till the end of 2007
- End of 2008 Vision+ is fully operational
Conclusions
Conclusions

Integration of Flex represents an essential evolution in applications design and development

- loosely connected
- increased productivity on the front-end
- different kinds of users experiences through different kinds of development models
- componentization of front-end
- desktop functionalities
- cross browsers, cross devices, cross platforms
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Conclusions

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- It’s all about the business and the outcome business wants

- Standards and common practices will emerge, but in the short term you have to be creative