



## THE CHALLENGE

*Transform a scattered Deal Intelligence System to a modern application platform*

In the financial services industry, success is often defined by how easily an organization can access key information and how quickly that information can be shared. Not having the precise information when it is needed could mean the difference between closing and losing a deal. This is especially true in the highly competitive field of investment banking and securities. Tracking information via spreadsheets, e-mail and documents no longer gets the job done. Until 2007, bankers at global investment bank and institutional securities firm Jefferies & Company tracked many of their deals the old-fashioned way.

“They were doing everything in a spreadsheet. The system provided very limited reporting and control,” says Steve White, Application Architect at Jefferies. “They would copy and paste and create a new spreadsheet for weekly and quarterly reports. It didn’t provide the depth of information the organization needed, and people were making too many mistakes.”

To remain competitive, Jefferies needed a better way to capture, store, and display deal information. “We knew we wanted to develop a modern, dynamic application, but we didn’t want to lose the integrity or speed of client/server applications by going to a browser,” explains White. Jefferies wanted to develop web-oriented applications so that the IT team would not have to worry about client-side application installations, and would be able to provide instantaneous application updates to everyone.

In addition to needing a fast and nimble application, Jefferies had to consider its users’ specific demands. “Our users are very selective about what they want from their systems,” says Omer Soykan, Senior Vice President at Jefferies. “To supply what they require, we needed a solution that would allow us to leverage our internal skills and modernize applications in a way that users cannot distinguish that it’s a web application.”

## THE SOLUTION

*Application modernization software from Nexaweb*

White and his team evaluated many different solutions, including RIA toolkits and expensive COTS solutions. Jefferies chose Nexaweb because of its support for open development and deployment standards, turn-key modernization software components and continuous innovation, enabling them to keep the modernized applications current with new enterprise software trends.

*“It seemed to us that Nexaweb was the most mature modernization platform out there. It would let us reach the high level of user experience, customization and functionality that we needed from our new web application.”*

*Steve White  
Application Architect  
Development*

Only Nexaweb was able to provide Jefferies the advantages of modern user interface technology and a unified application framework that supports consistent, high-quality and real-time securities management. With the Nexaweb modernization software and methodology, development teams use pre-built modules to capture legacy business logic and workflows, modernize critical business processes, add new elements and features and rapidly deploy the transformed business systems over the web to employees, customers and partners anywhere on the globe. “It’s truly a rapid application development environment,” says White.

# CASE STUDY



## FAST FACTS

### Company:

- Subsidiary of Jefferies Group, Inc. (NYSE: JEF)

### Size:

- 2,500 employees in 25 cities across US, Canada, Europe, and Asia

### Results

- Jefferies has modernized its fund relations, lead intelligence, and accounting management applications to the web with Nexaweb
- The Nexaweb-built applications meet all of the enterprise-class functions that Jefferies sought
- Jefferies employees world-wide now have visibility and access to the information they need to succeed

## THE RESULTS

### *Improved usability, data availability, and scalability and user productivity*

Using the Nexaweb Enterprise Web Suite, Jefferies has modernized and deployed web-based versions of its fund relations, lead intelligence, and accounting management applications. The new Nexaweb-enabled applications deliver end users a customizable, browser-based user interface that functions like a client/server application. The applications have improved usability, data availability, and scalability, while also enhancing the productivity of Jefferies' specialists. Likewise, the Nexaweb-enabled lead intelligence application is now helping Jefferies to track multiple, complex deal activities and providing the visibility that banker's need, no matter where they are located.

Nexaweb's support for open standards and support for continuous application modernization and innovation has enabled Jefferies to leverage technologies such as Ajax, web services, and service-oriented architectures (SOA). And Nexaweb integrates well with Jefferies' favorite open source tools, including the Apache Tomcat server and the Hibernate object-relational mapping software.

This flexibility enables Jefferies to quickly parse and display data in any way it needs. Today, instead of maintaining all of the company's screen formats in XML files, which would require each code change to be promoted throughout the application, White and his team now leverage a Hibernate database to quickly disseminate updates and screen changes, although a separate database is not required with the Nexaweb platform.

"Essentially, we're now storing all of our screen definitions within a database. And one record will define an entire screen," he explains. "Within 15 minutes, we can add fields and update tables. We no longer have to redeploy the application to make simple screen changes. This really speeds things up for us," says White.

*"Nexaweb modernization software and methodology gave us the flexibility needed to quickly and easily modernize our enterprise-class applications."*

*Omer Soykan  
Senior Vice President  
Jefferies*

