

ECE403 Jyske Bank: Achieving Exceptional Results with Responsive Web Sites

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Welcome to a bank ...a bank with a difference

(Jyske Bank video presentation - 1m20sec)





Jyske Bank - Facts

Jyske Bank 2012	
Private customers CPR	459,000
Business customers CVR	45,000
Loans in DKK	119 bn
Deposits in DKK	113 bn
ATM's	135
Branches	109
Netbanking customers - private and business	300.000
Commercial websites	20 sites
Page views per month	2.8 million







Agenda

Part 1 (MMA)

- Background Why a new web presentation strategy in Jyske Bank?
- Strategic drivers for a common web presentation platform
- The philosophy behind the new web presentation strategy

Part 2 (PBJ)

- Fast time to market
- High quality
- Responsive web design

























Internet
Based on 'Jyske sites'











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Internet
Based on 'Jyske sites'





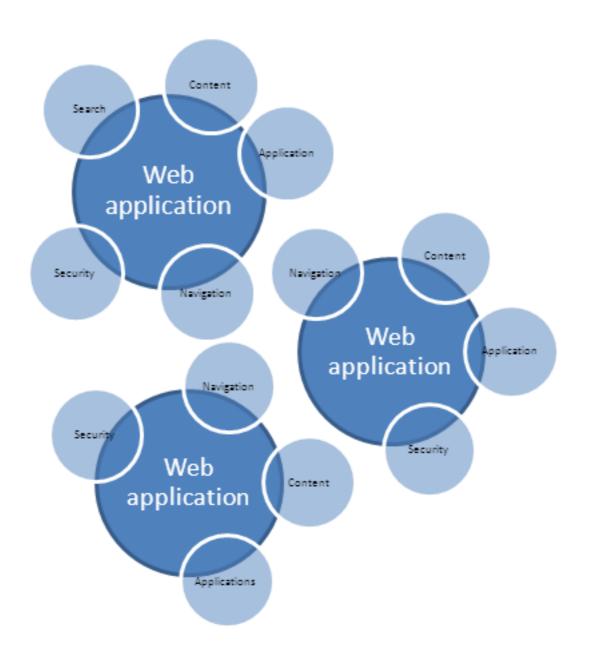
Different web apps
Based on WAS





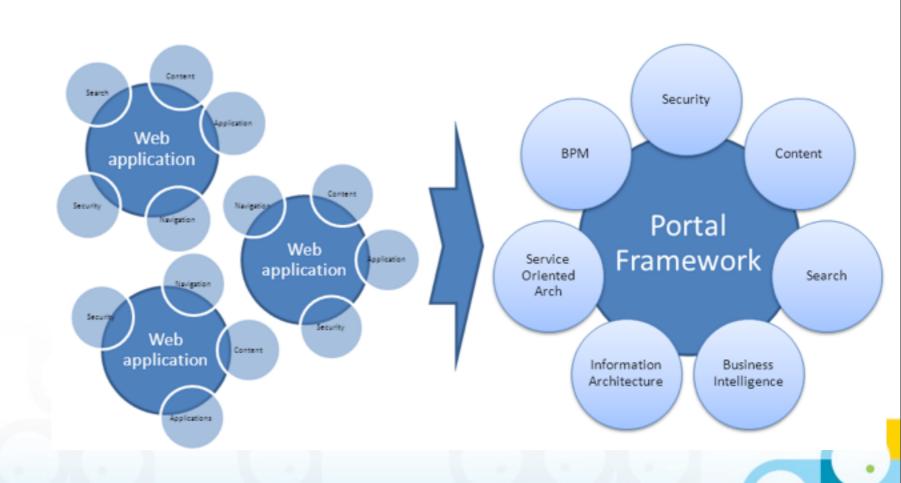
JyskeNetbankErhverv.dk
Netbanking for private customers
(Based on z/OS infrastructure)



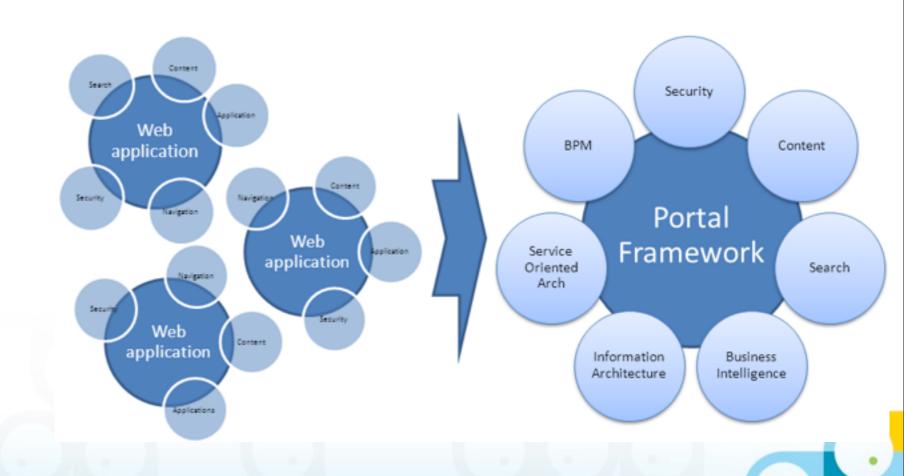








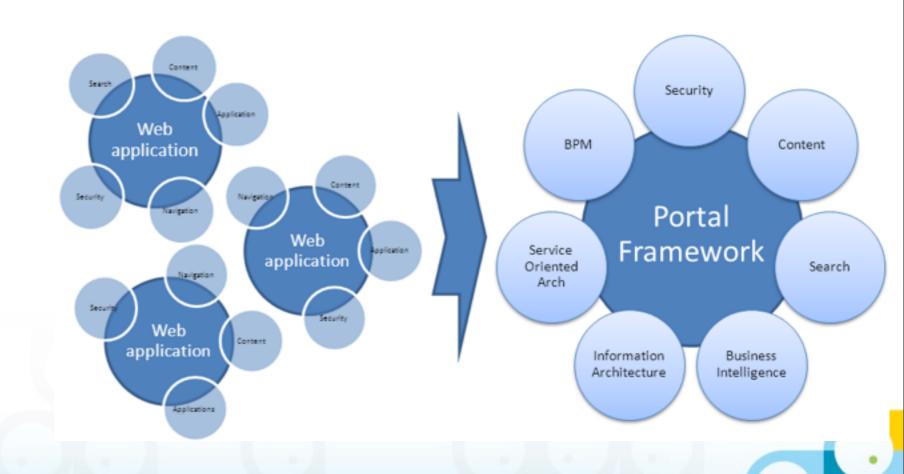






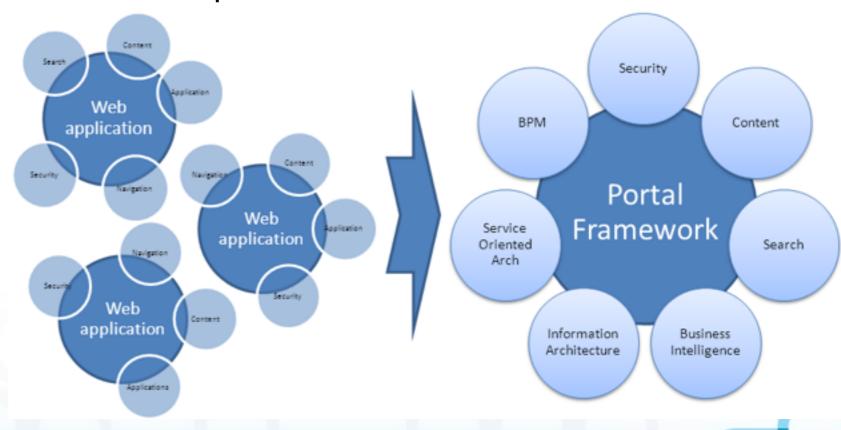
Five good reasons to have a new common web presentation framework in the Jyske Bank group

 Create a common denominator for web development (applications and web content)



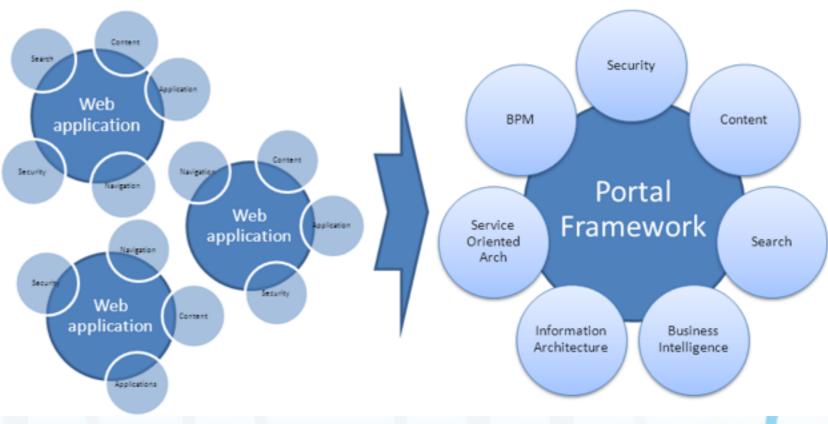


- Create a common denominator for web development (applications and web content)
- Create a consistent and efficient user experience



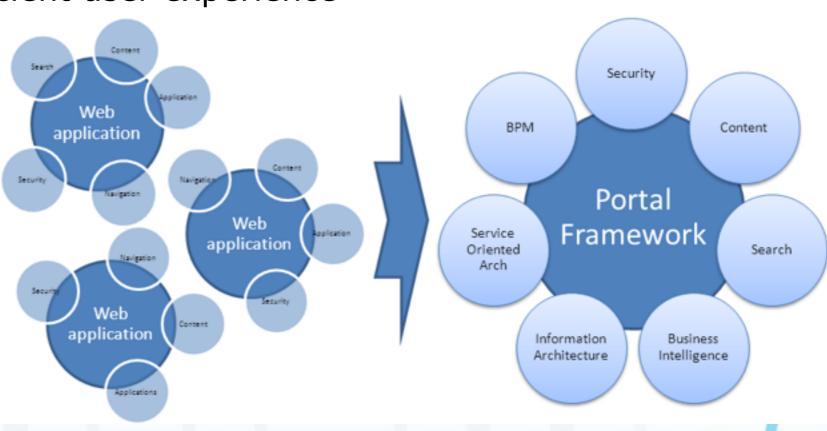


- Create a common denominator for web development (applications and web content)
- Create a consistent and efficient user experience
- Achieve reusability across different projects



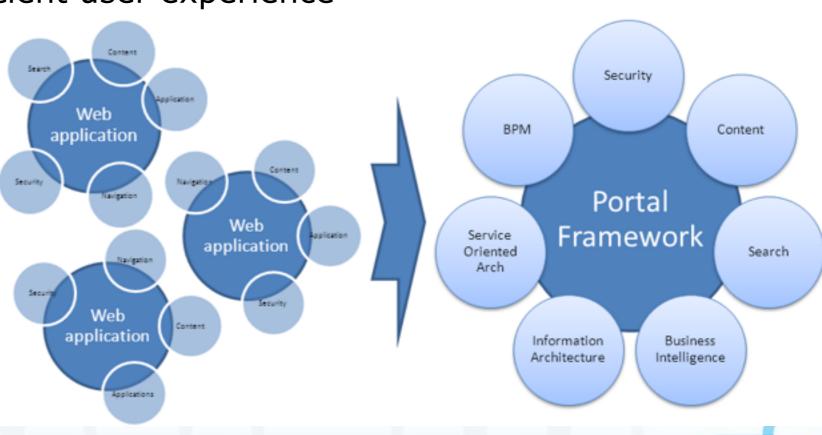


- Create a common denominator for web development (applications and web content)
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- Achieve reusability across different projects
- Common technology and skill landscape





- Create a common denominator for web development (applications and web content)
- Create a consistent and efficient user experience
- Achieve reusability across different projects
- Common technology and skill landscape
- Homogenous IT-operations and support structure





- Vision
- Time2Market
- Freedom
- Selfdriven teams
- 24/7/365 platform
- Continuous delivery
- State of the art code quality





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To implement a platform and infrastructure that makes Jyske Bank able to differentiate on the web and simultaneously ensure a safe, well performing and stable platform that covers efficient development.





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It must be possible to create editorial and structural changes on the page in less than three minutes





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- **2**4/7/365 platform
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It must be possible to create editorial and structural changes on the page in less than three minutes

Examples of use cases

- ✓ Stock exchange messages
- ✓ Portal pages
- √ Adjust applications
- ✓ Launch of new sites
- √ Emergency procedures





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The actors on the portal must have the freedom to solve their tasks as they see fit





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The actors on the portal must have the freedom to solve their tasks as they see fit

Examples of freedom

- ✓ Merge content and applications
- √ Responsive design
- ✓ Deploy applications during opening hours





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The actors on the portal must be able to solve their tasks independently





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The actors on the portal must be able to solve their tasks independently

Examples of selfdriven teams

- ✓ Campaign sites
- ✓ Contact forms
- ✓ Deployment
- ✓ Frontend development





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- ✓ Deploy applications during opening hours
- ✓ Publish portal pages during opening hours
- ✓ Fixpack upgrades during opening hours





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Continuous delivery eases the test burden and gives immediate value.

Last year we had around 30 launches — more than one every fortnight





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Examples of code quality

- ✓ TDD, Code coverage aim 100%
- ✓ PMD
- ✓ Build server
- ✓ Automatic GUI tests





The strategic importance of a web presentation platform in Jyske Bank





The strategic importance of a web presentation platform in Jyske Bank

- Lessons learned:
 - Important with an overall strategy (understand both business- and technology needs)
 - Web content management is <u>not</u> everything when it comes to a 'web presentation platform' ...but the most heavy part to implement
 - Decide direction
 - 'Best-of-breed' approach
 - 'All in' approach on one provider





The strategic importance of a web presentation platform in Jyske Bank

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 - Decide direction
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- In summer 2007 Jyske Bank decided to use Websphere Portal and WCM as the basic platform for the future presentation platform

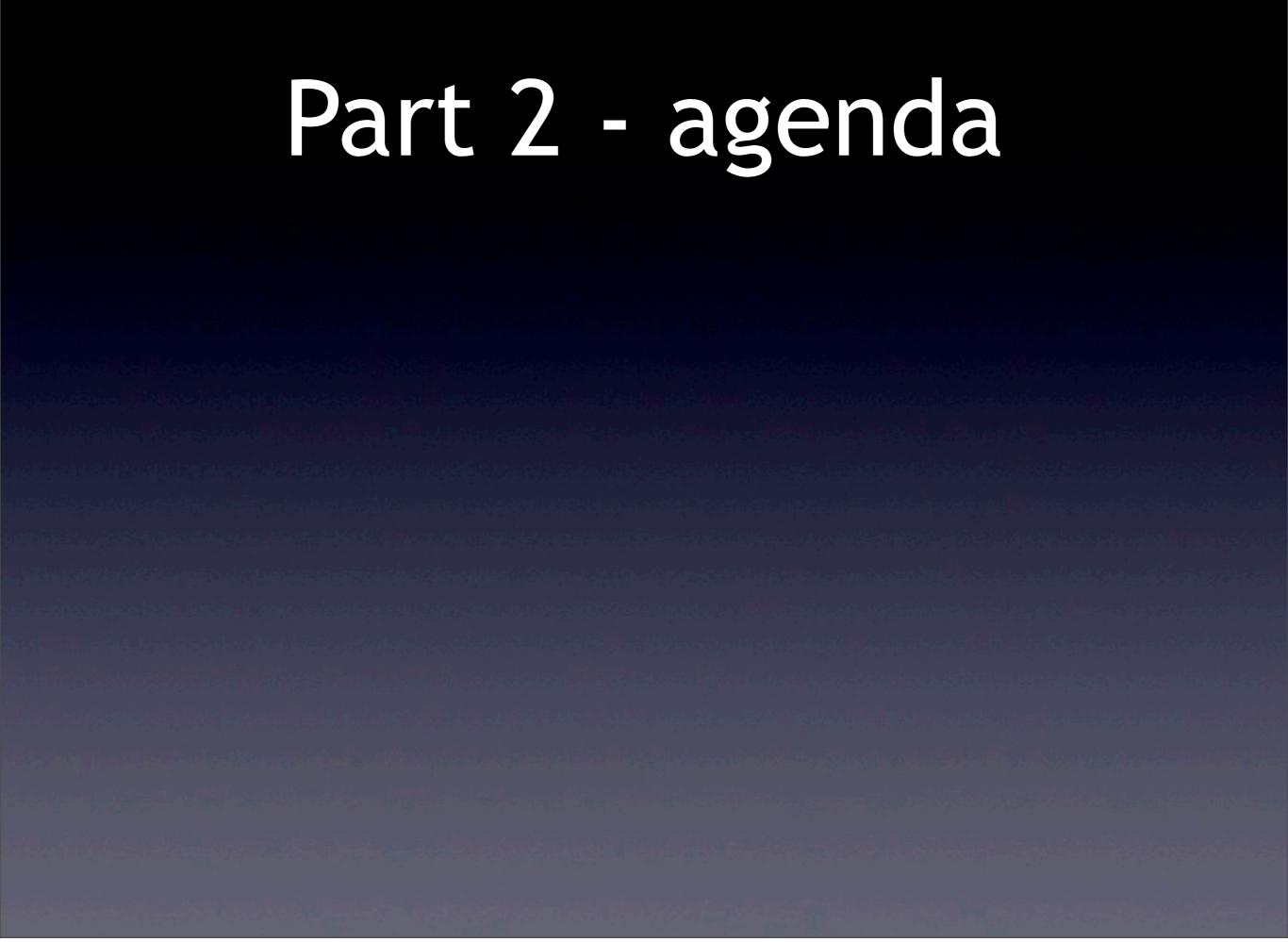




The strategic importance of a web presentation platform in Jyske Bank

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 - Web content management is <u>not</u> everything when it comes to a 'web presentation platform' ...but the most heavy part to implement
 - Decide direction
 - 'Best-of-breed' approach
 - 'All in' approach on one provider
- In summer 2007 Jyske Bank decided to use Websphere Portal and WCM as the basic platform for the future presentation platform
- Today we have an enterprise web presentation platform that is matured to fit into the Jyske Bank group and we have migrated almost all commercial sites to the new platform





Part 2 - agenda

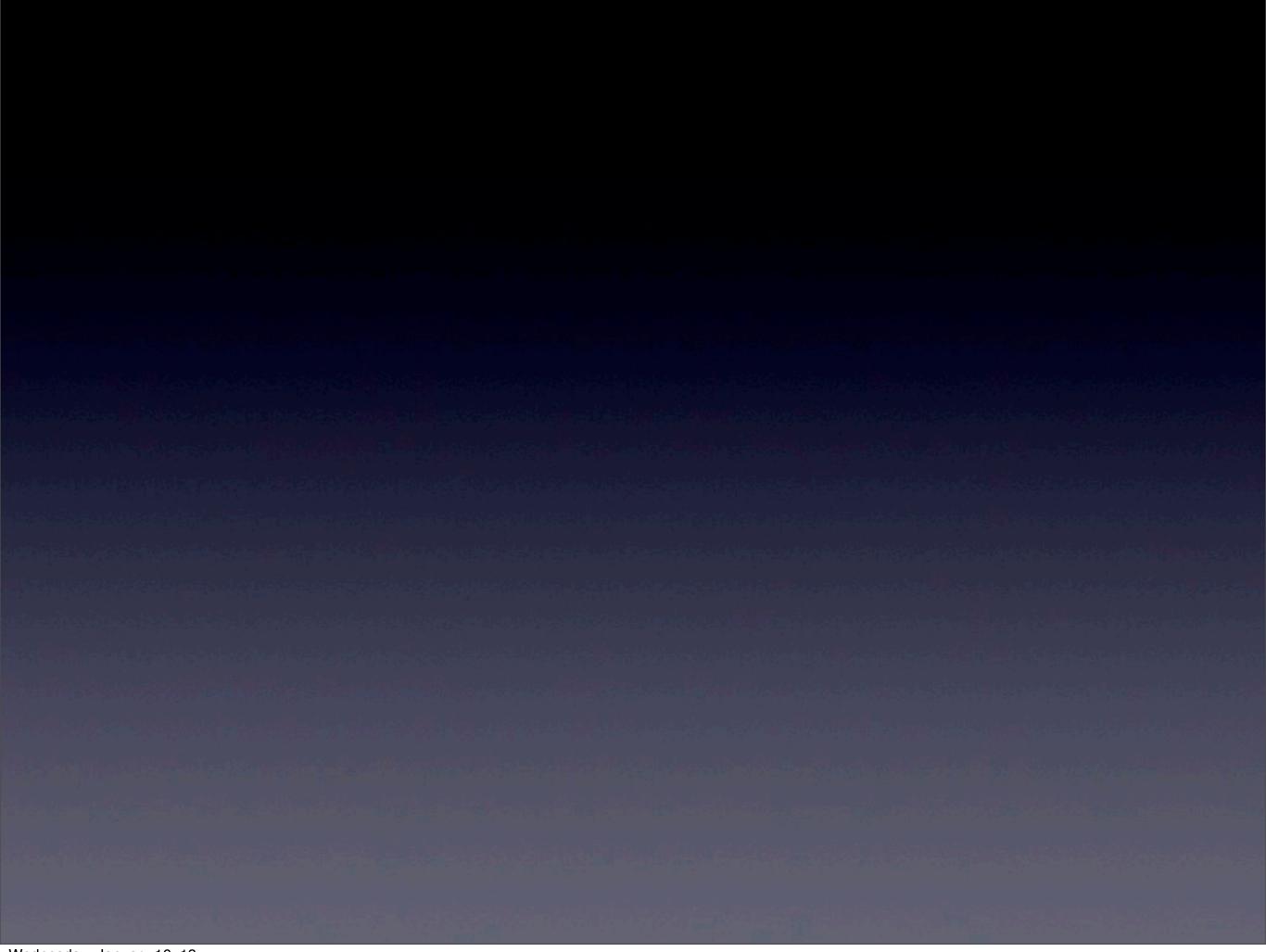
• Fast time to market.

Part 2 - agenda

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Examples where time to market matters!

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Product launch

Examples where time to market matters!

Product launch

Stock exchange statements

Examples where time to market matters!

Product launch

Stock exchange statements

Putting up job openings



Many different artifacts

Many different artifacts

WCM content

Many different artifacts

WCM content Portal pages

Many different artifacts

WCM content Portal pages

Goal of less than three minutes!

Many different artifacts

WCM content Portal pages

Goal of less than three minutes!

Themes and Skins

Many different artifacts

WCM content Portal pages

Goal of less than three minutes!

Themes and Skins Portlets

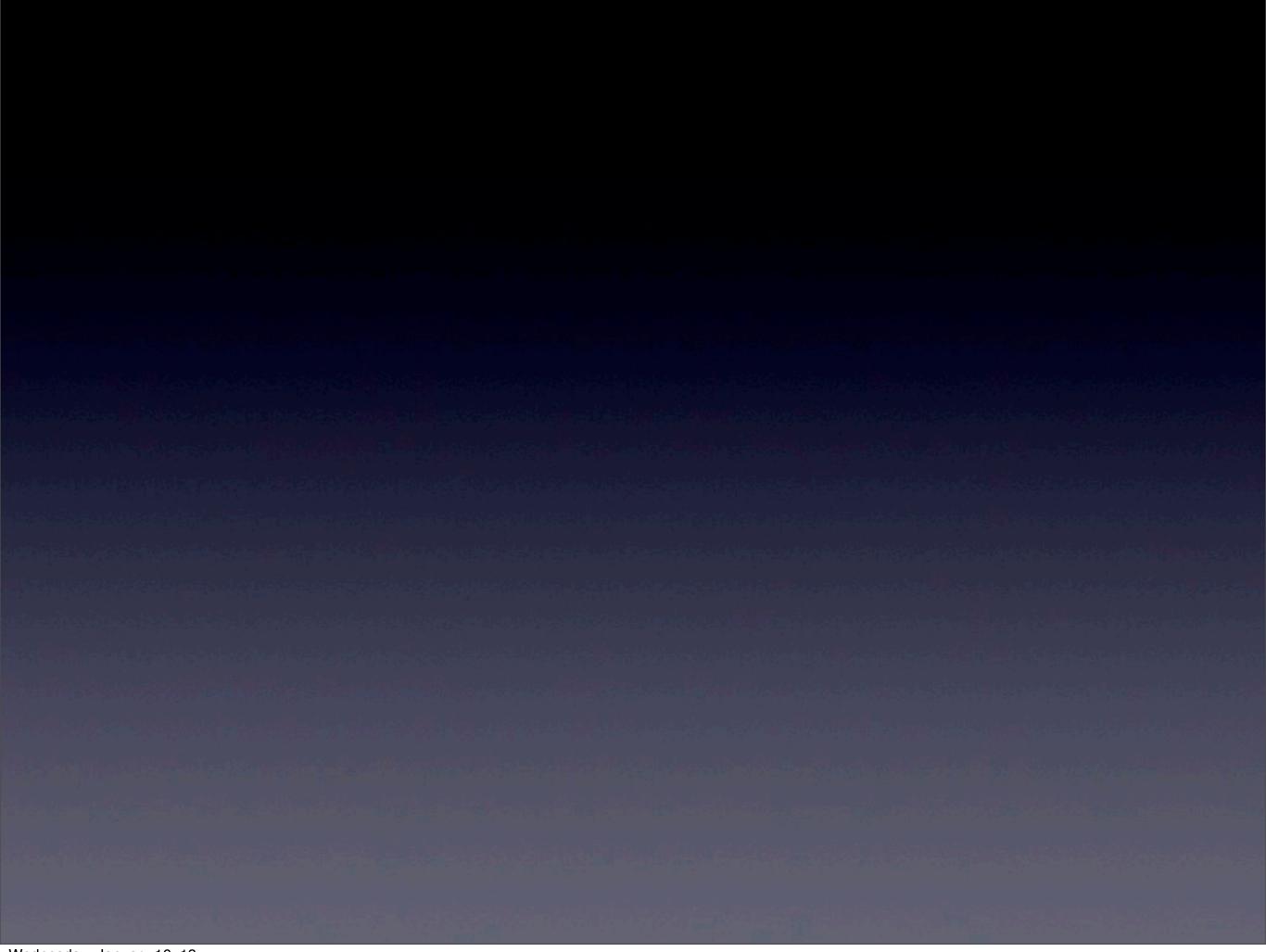
Many different artifacts

WCM content Portal pages

Goal of less than three minutes!

Themes and Skins Portlets

Fast and often!





A new pension product

A new banner

Pension

Overblik

Produkter

Din situation

Skat

Investering

Book møde

Sparer du nok op? Og er du sikret, hvis du ufrivilligt må stoppe med at arbejde, inden du når pensionsalderen? Det en god idé at få afstemt dine forventninger med det, du betaler. Få rådgivning, der passer til din situation. Få tjek på pensionen

Tal pension med **din rådgiver** allerede i dag





Aldersopsparing - Uden fradrag og uden afgift ved udbetaling

Fra og med 2013 kan du indbetale op til 27.600 kr. om året på aldersopsparing.

Læs mere om aldersopsparing

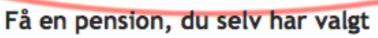
Aktuelt

Nyt pensionsprodukt i 2013: Aldersopsparing [PDF]

Ny udbetalingsalder for pension

Nye regler - nye muligheder i 2012 [PDF]

Beregn din omkostninger i Jyske Banks puljer



Ung, ældre eller midtimellem - tag hånd om din egen pension. Vi hjælper dig gerne med at regne fremtiden ud.

Se dine muligheder

A new pension product

A new banner

A new pension product

A new banner

A new portal page

A new product article

Pension

Overblik

Produkter

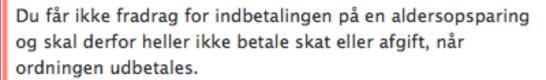
Din situation

Skat Investering

Book møde

Aldersopsparing - Ingen fradrag og pengene på én gang

Fra 1. januar 2013 kan du oprette en aldersopsparing – eller du kan vælge at ændre din <u>kapitalpension</u> til en aldersopsparing. Aldersopsparing kan udbetales på én gang eller i flere portioner.





Tag en snak med din rådgiver, hvis du overvejer at oprette en aldersopsparing.

Book et møde

Hvor meget må du indbetale på din aldersopsparing?

Du må maksimalt indbetale 27.600 kr. (2013) på aldersopsparingen om året. Årsagen til denne grænse er, at afkastet beskattes med pensionsafkastskat og dermed lavere end afkast af almindelig opsparing, der typisk beskattes med kapitalindkomstskat (31 - 44 %).

Indbetaler du mere end det tilladte beløb i alt, vil det fremgår af din årsopgørelse året efter og SKAT vil automatisk have beregnet en afgift på 20% af det overskydende beløb. Du har herefter mulighed for at få overført det overskydende beløb til en anden pensionsordning med fradrag dvs. inden for fradragsloftet for en ratepension eller på en livsvarig livrente. Gør du det, får du "rabat" på afgiften, idet du så kan nøjes med at betale 4% i afgift af det overskydende beløb. Din bank eller pensionsselskab indberetter overførslen, så SKAT efterfølgende kan beregne den nye – og noget lavere – afgift. Reglen er lavet for at undgå spekulation i den lavere afkastskat.

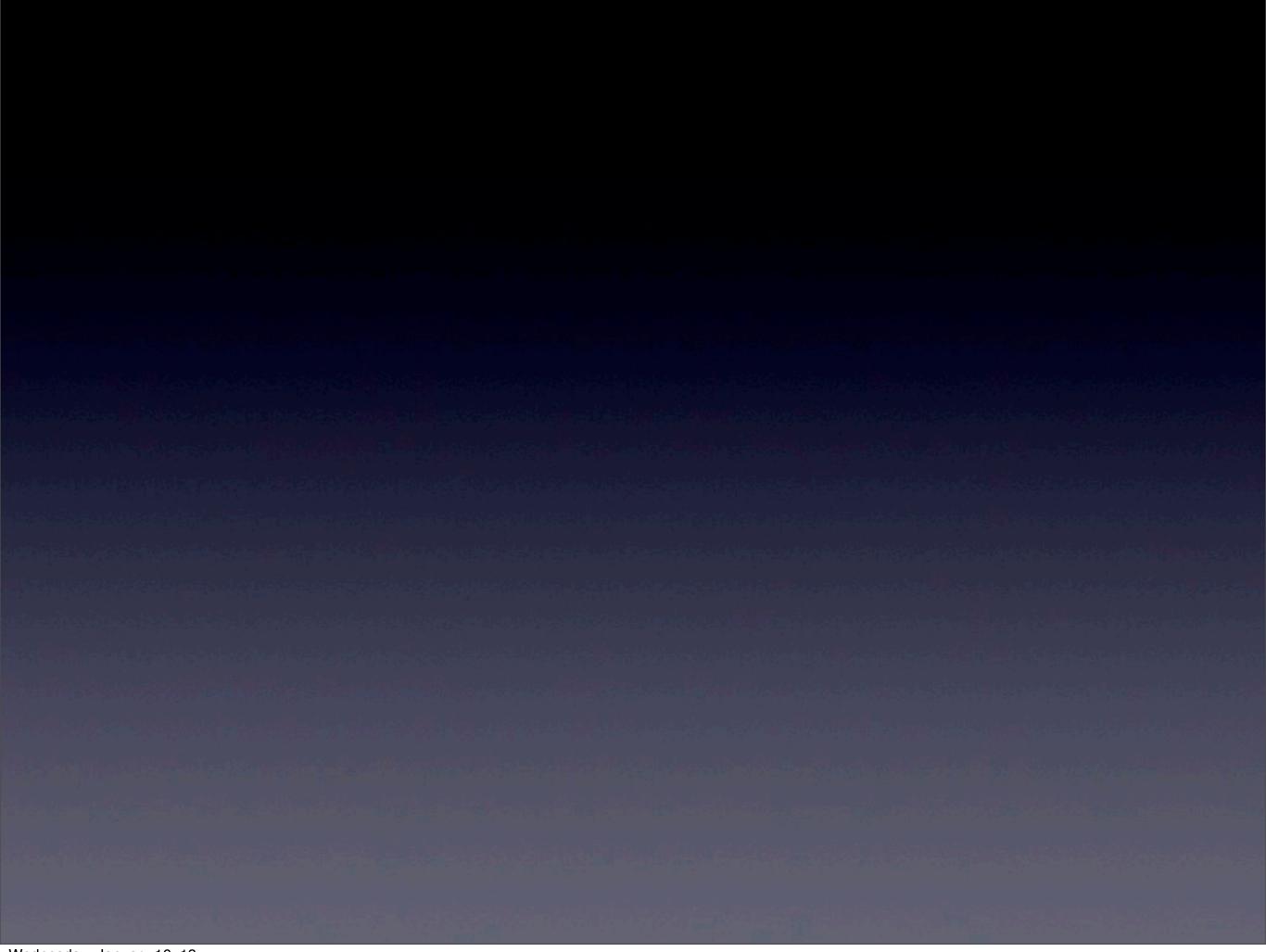
Tal pension med **din rådgiver** allerede i dag

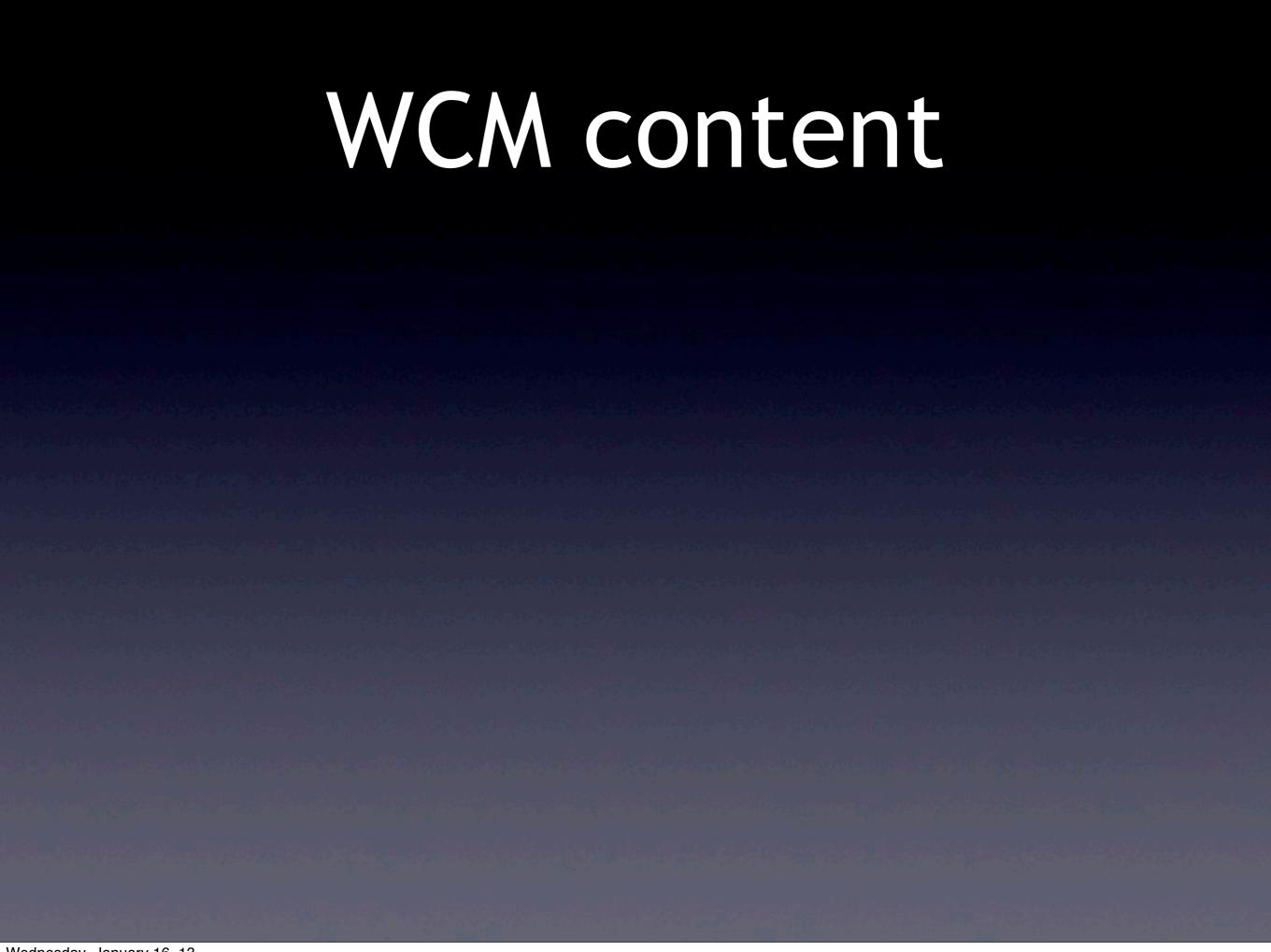


Se dine opsparinger

På pensionsinfo.dk får du en samlet oversigt over dine opsparinger. Du kan også se pensionsinfo i netbanken og sende en oversigt til din rådgiver.

Gå til pensioninfo



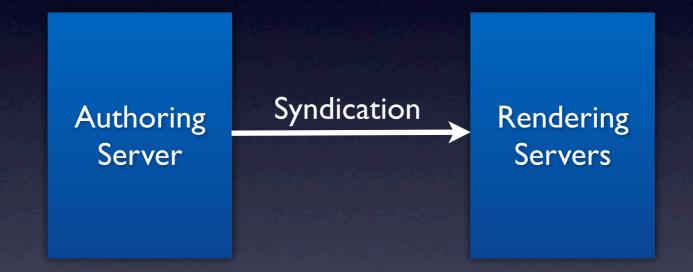


WCM content

Less than three minutes - easy!

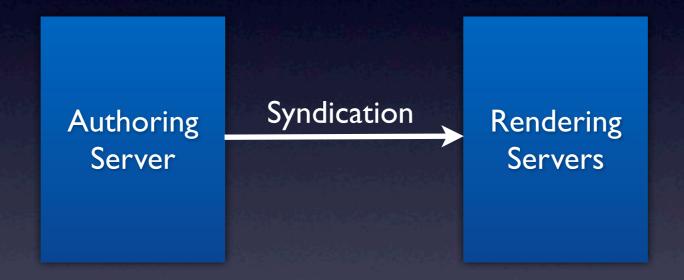
WCM content

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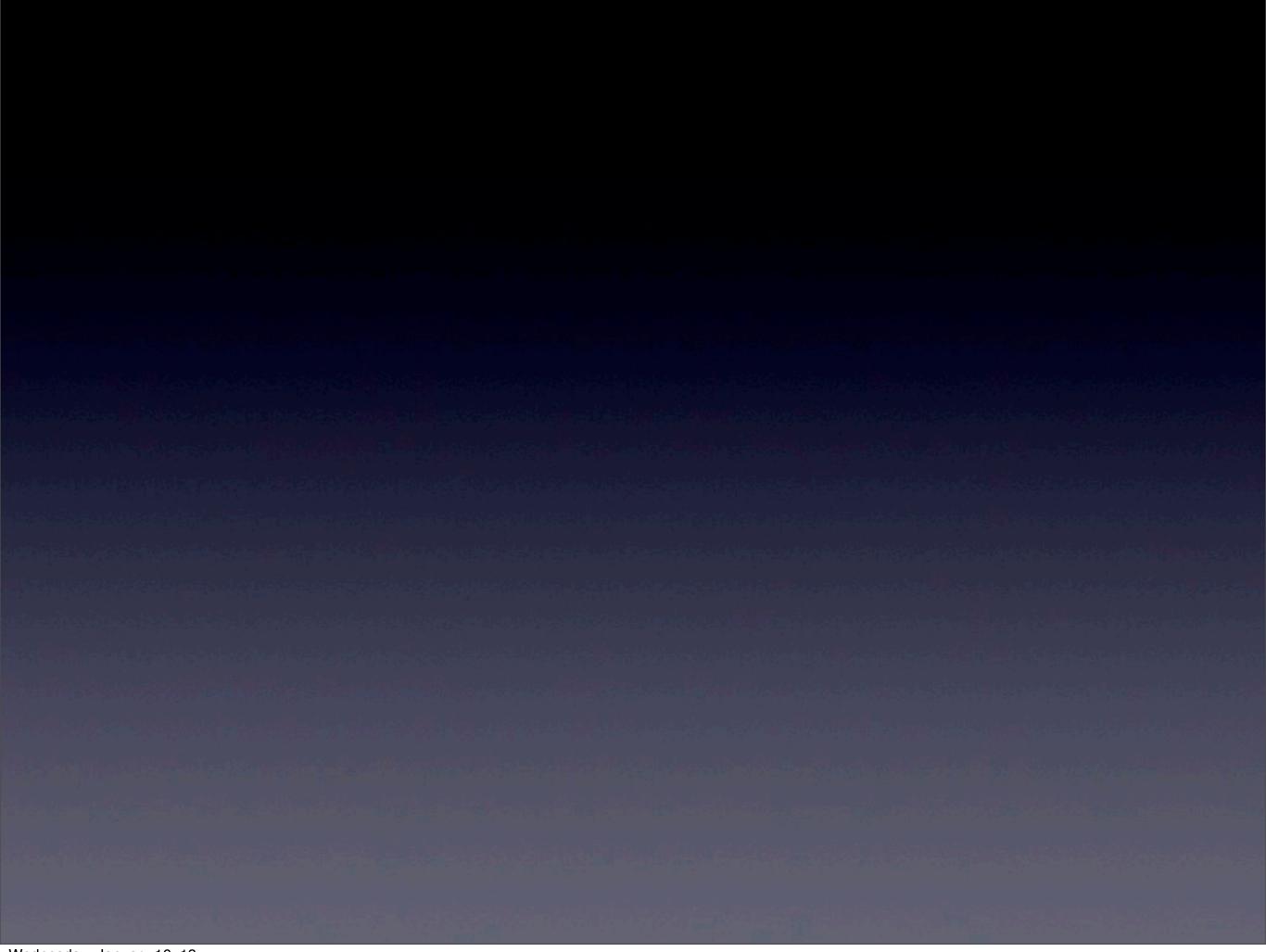


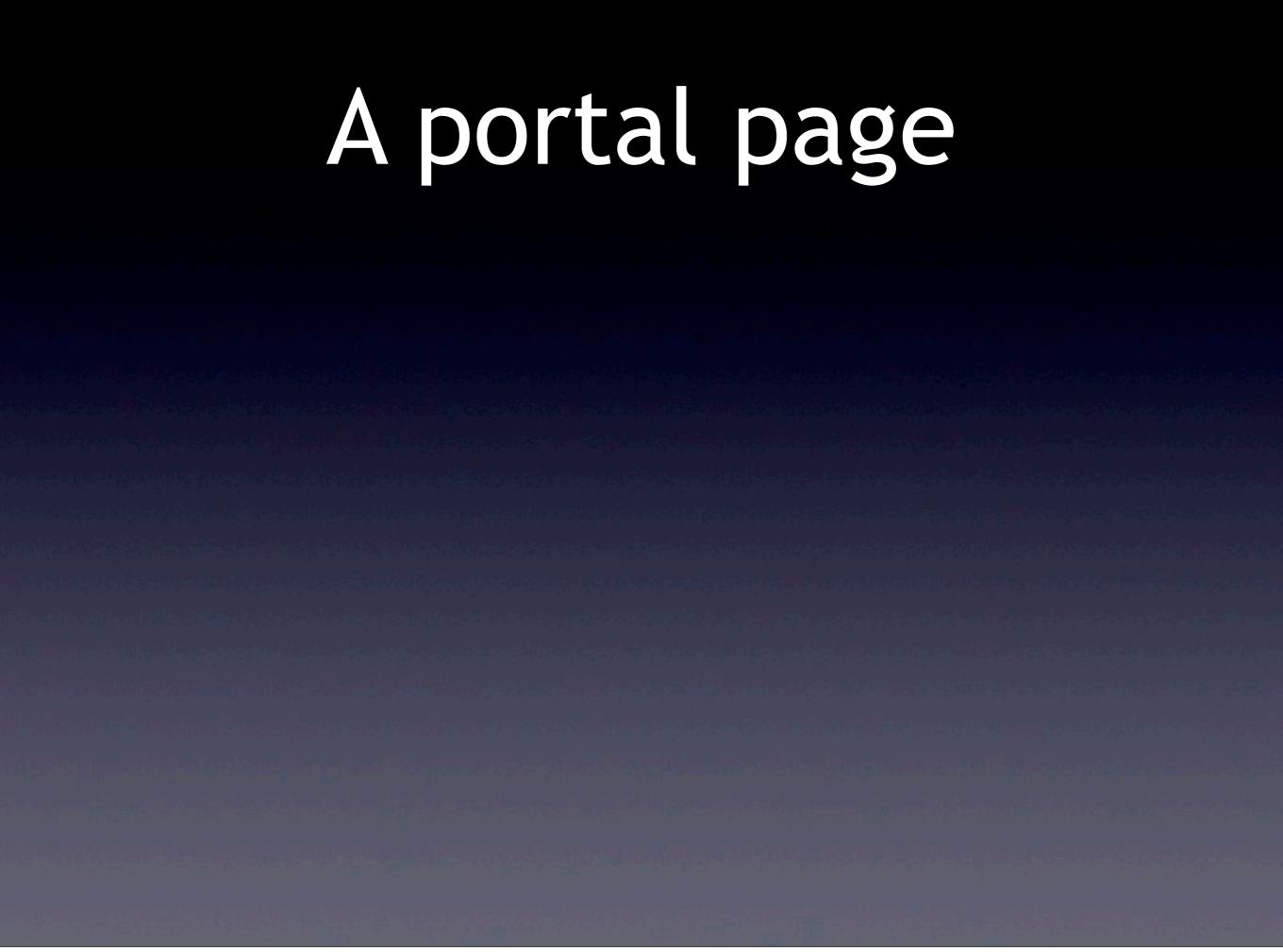
WCM content

Less than three minutes - easy!



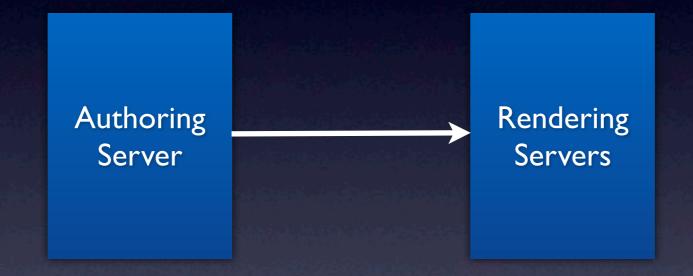
Multiple pieces of content and pages - not so easy!

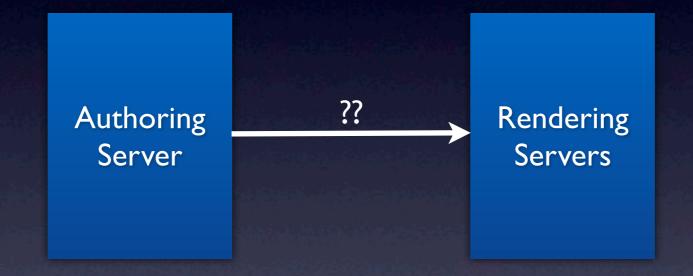


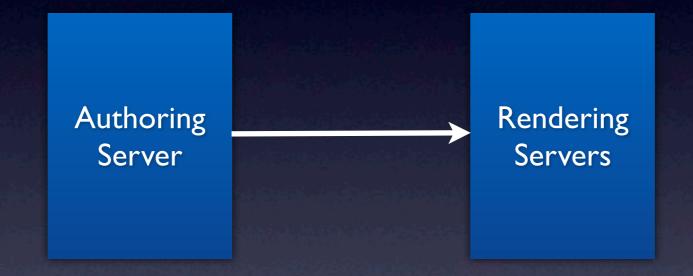


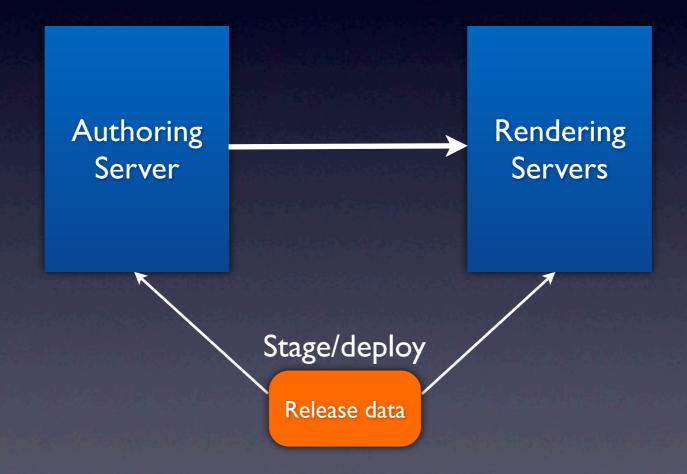
A portal page

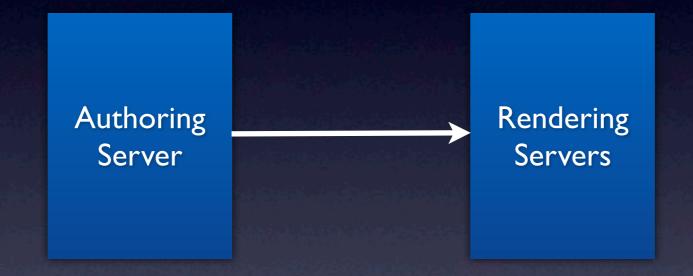
Less than three minutes - no way!

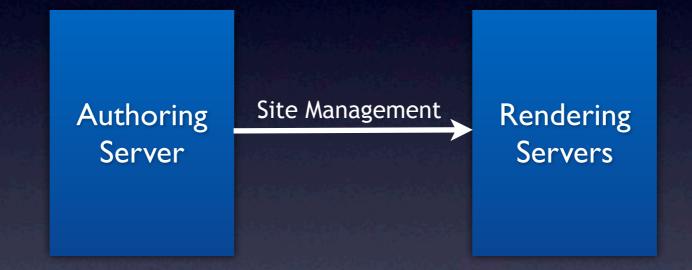


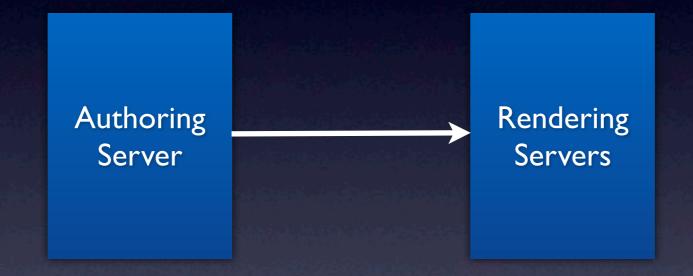


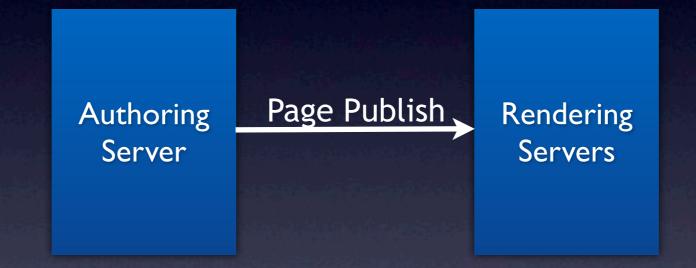




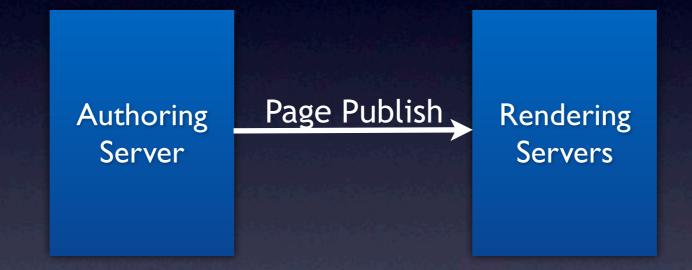




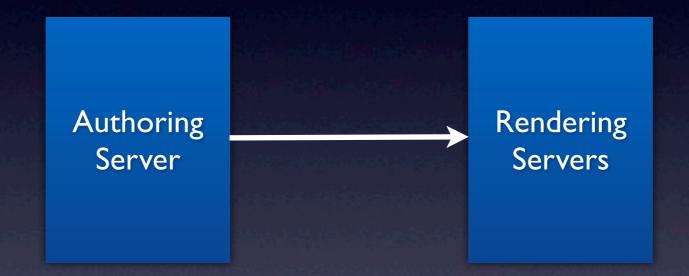




Less than three minutes - no way! Yes way!

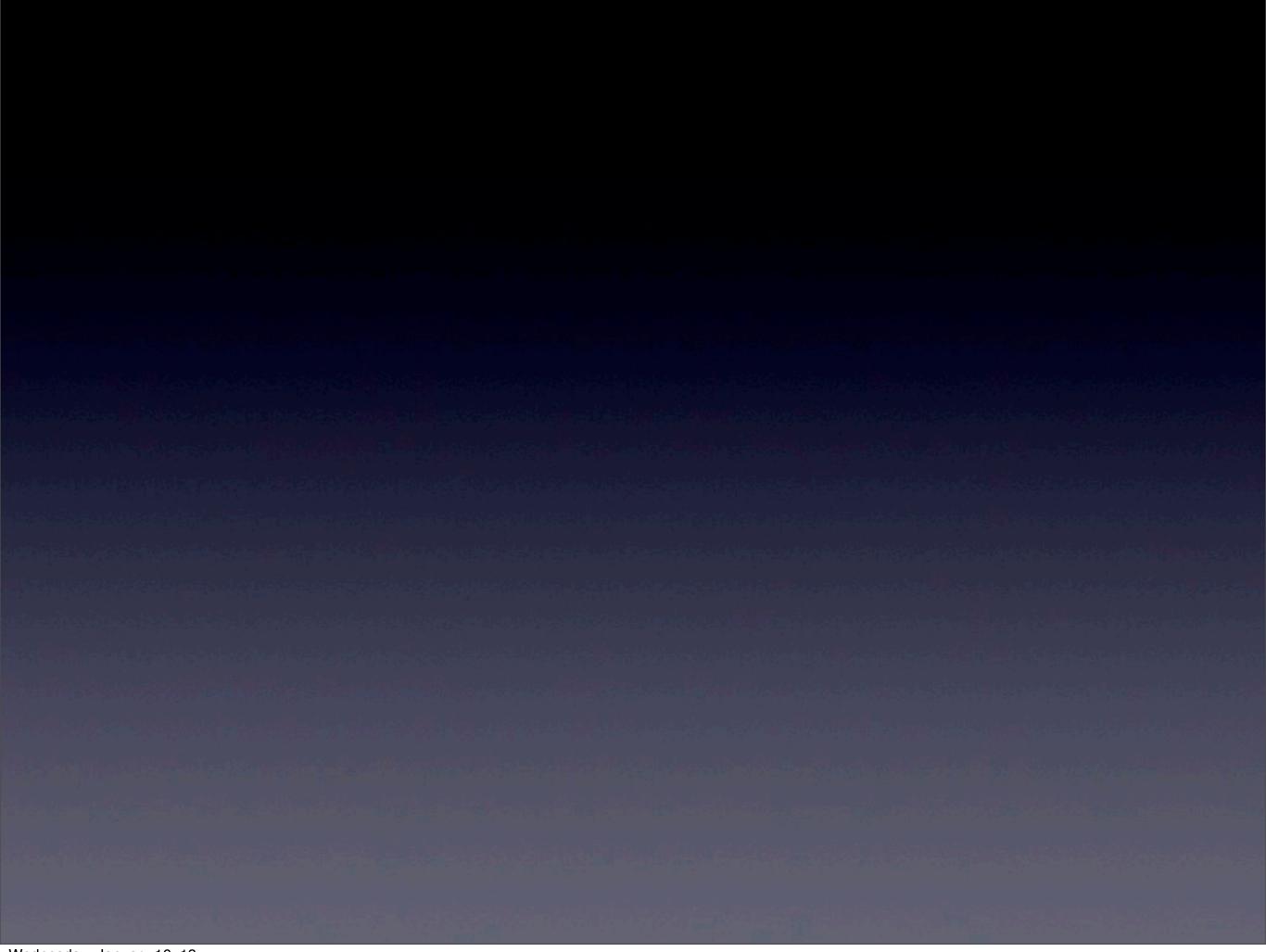


Less than three minutes - no way! Yes way!



Less than three minutes - no way! Yes way!





Fast and often - hmm?

Fast and often - hmm?

Every six months?

Fast and often - hmm?

Every six months?

No good!

Fast and often - hmm?

Every six months?

No good!

Every month?

Fast and often - hmm?

Every six months?

No good!

Every month?

Maybe!?

Fast and often - hmm?

Every six months?

No good!

Every month?

Maybe!?

Every week?

Fast and often - hmm?

Every six months? No good!

Every month? Maybe!?

Every week? Better!

Fast and often - hmm?

Every six months? No good!

Every month? Maybe!?

Every week? Better!

Every day?

Fast and often - hmm?

Every six months? No good!

Every month? Maybe!?

Every week? Better!

Every day? Yes please!

Fast and often - hmm?

Every six months? No good!

Every month? Maybe!?

Every week? Better!

Every day? Yes please!

Ship small - ship often

The costly deployment - killer of fast!

The costly deployment - killer of fast!

Server 1 Server 2 Server 3 Server 4

The costly deployment - killer of fast!

"Portlet unavailable"

Server 1 Server 2 Server 3 Server 4

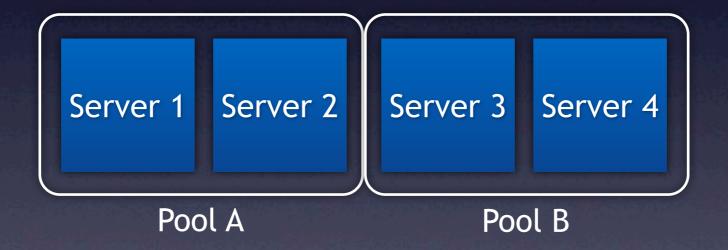
The costly deployment - killer of fast!

"Portlet unavailable" "No theme available"

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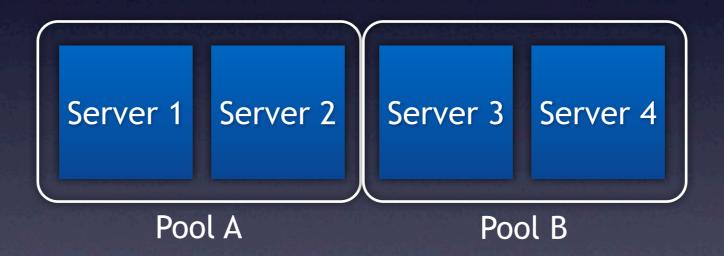
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The costly deployment - killer of fast!

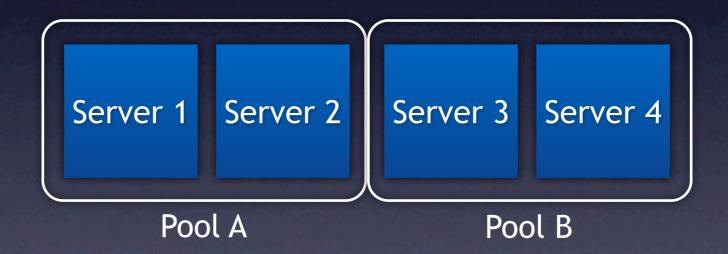
"Portlet unavailable" "No theme available"



No session failover

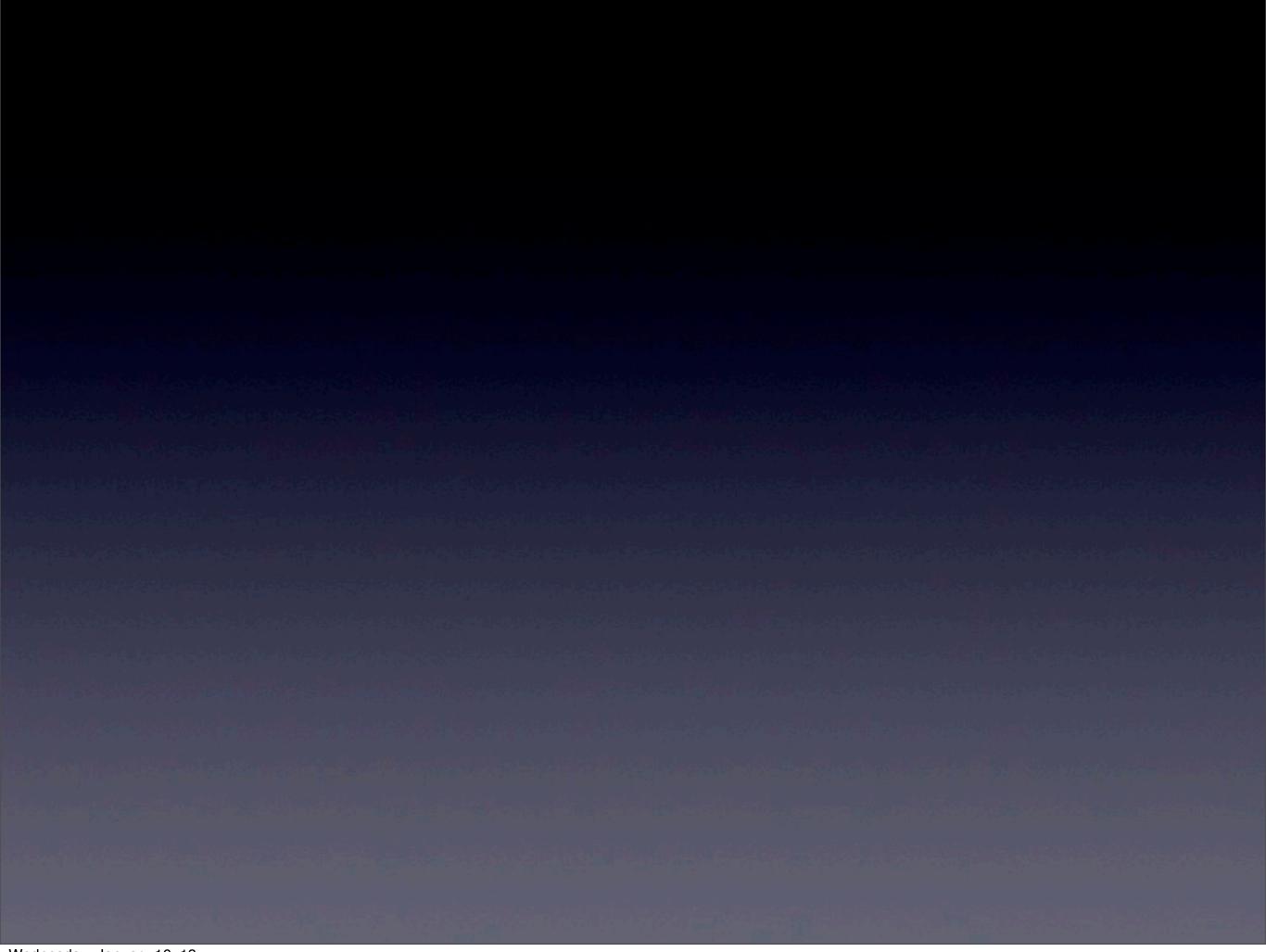
The costly deployment - killer of fast!

"Portlet unavailable" "No theme available"



No session failover

Covers 100% of our cases - so far!





High quality

Great user experience

High quality

Great user experience

Consistent look and feel

High quality

Great user experience

Consistent look and feel

Code quality

High quality

Great user experience

Consistent look and feel

Code quality

No regressions

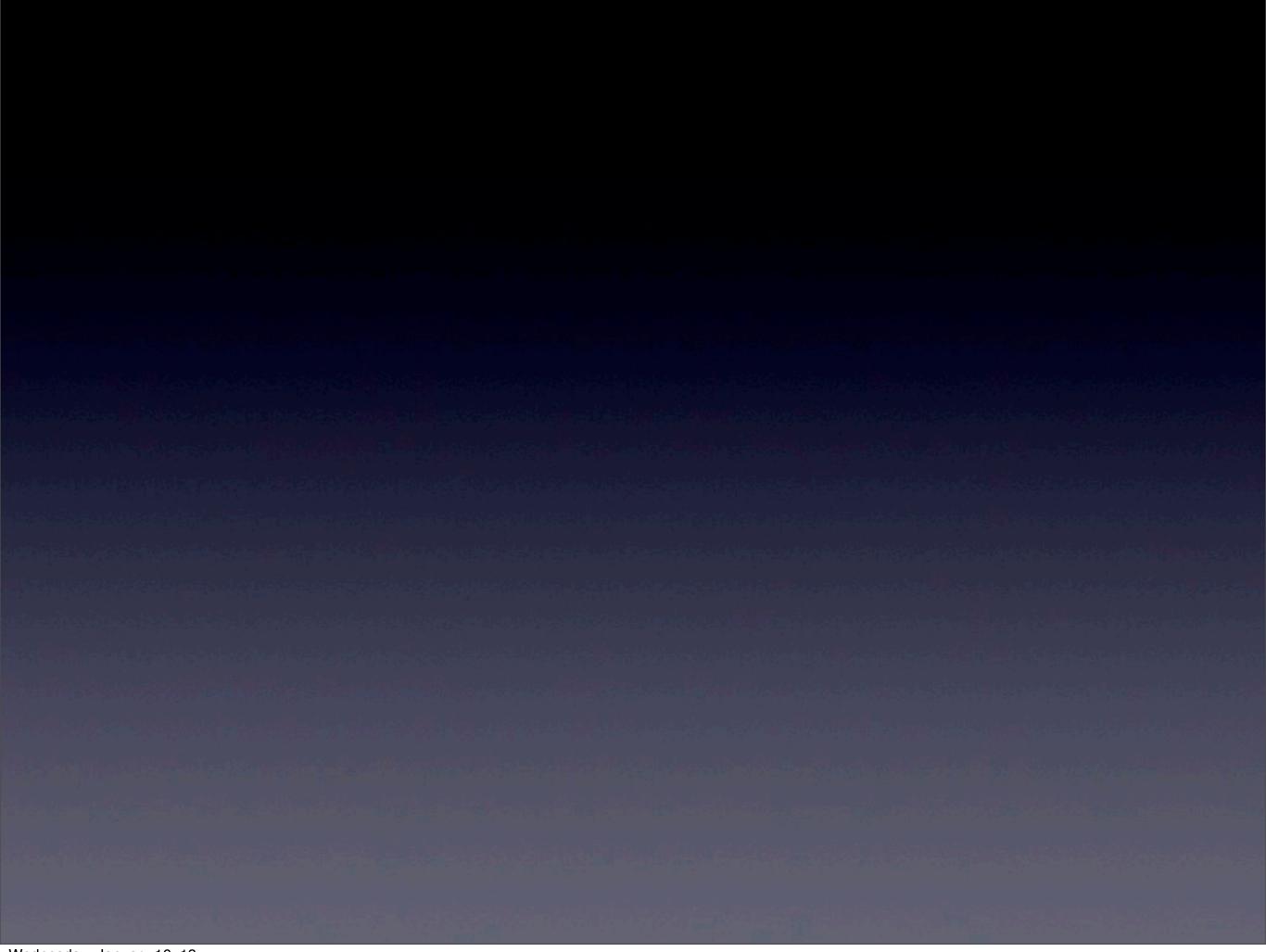
High quality delivered continually

Great user experience

Consistent look and feel

Code quality

No regressions





Take it seriously!

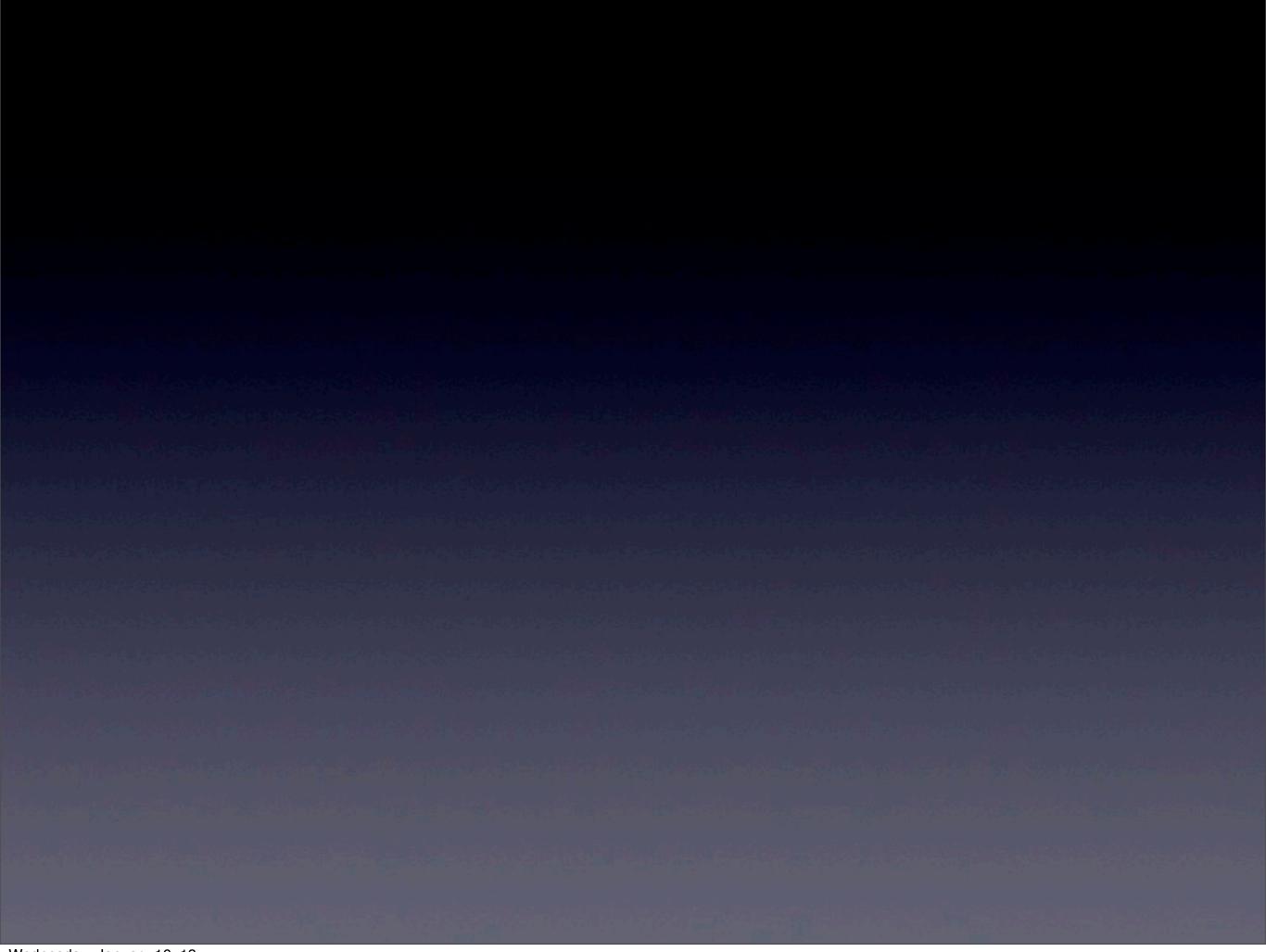
Take it seriously!

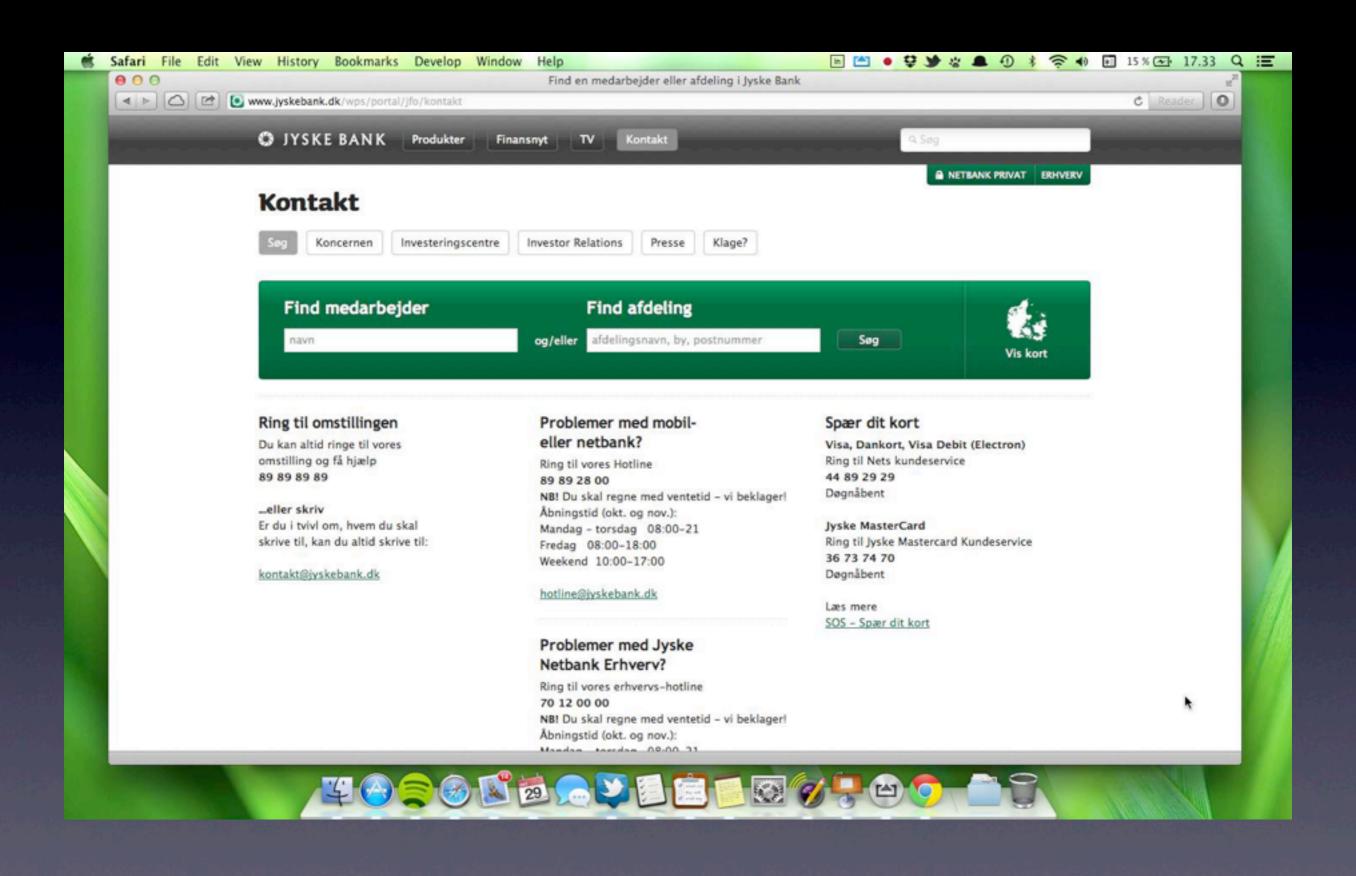
Hire professionals

Take it seriously!

Hire professionals

Allow them to work







Learn from the best

Learn from the best



Learn from the best

Apache Lucene

jQuery





Learn from the best

Apache Lucene

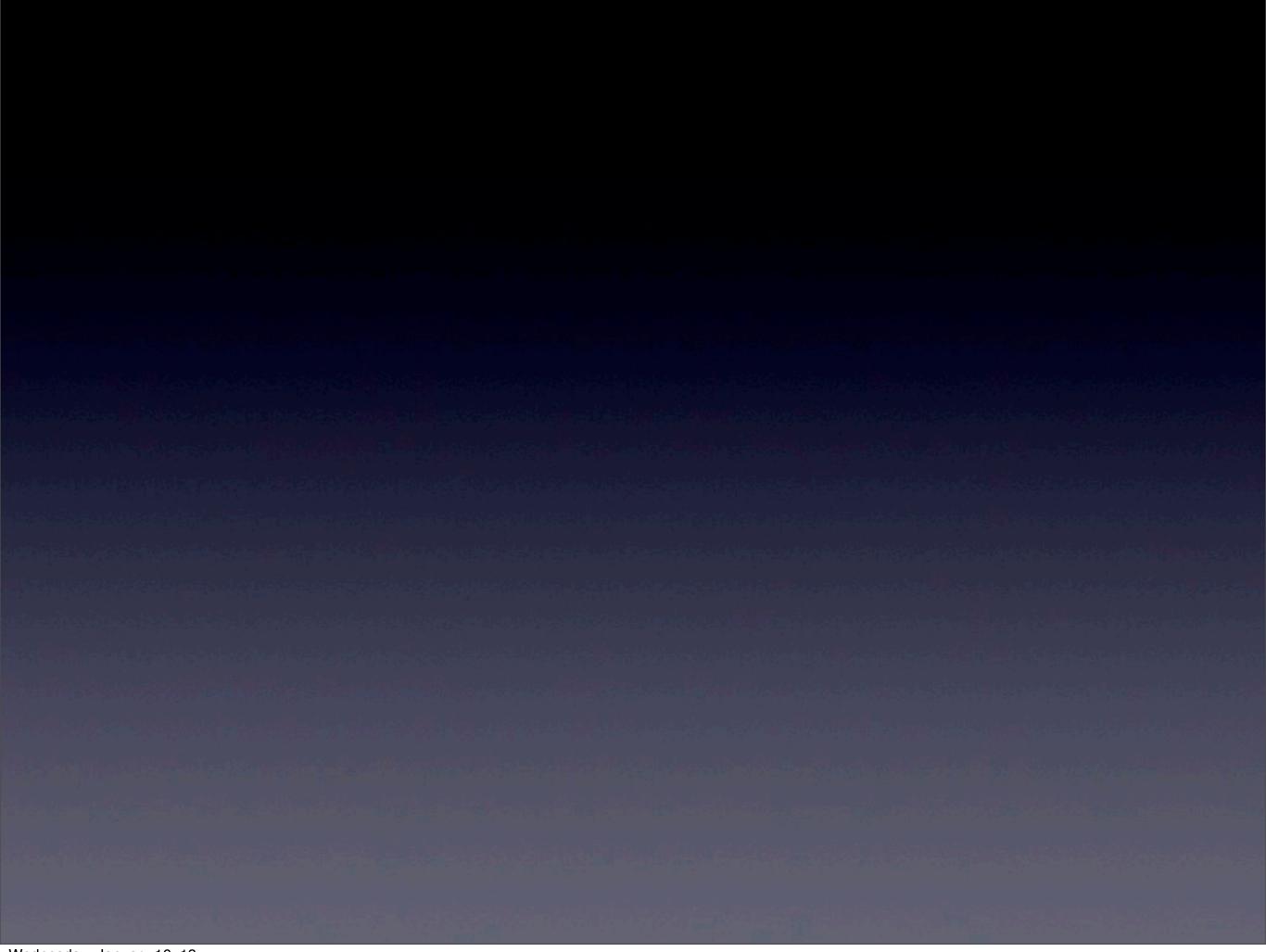


jQuery



JavaServer Faces











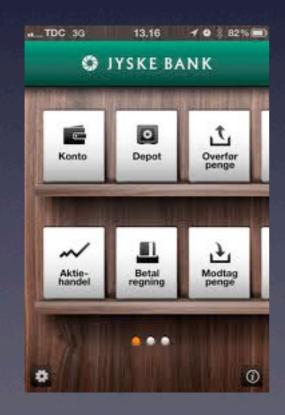














Gain full control of Html

Gain full control of Html

Themes and skins - the JSP paradox

Gain full control of Html

Themes and skins - the JSP paradox

Frameworks - JSF

Treat CSS as a first class citizen

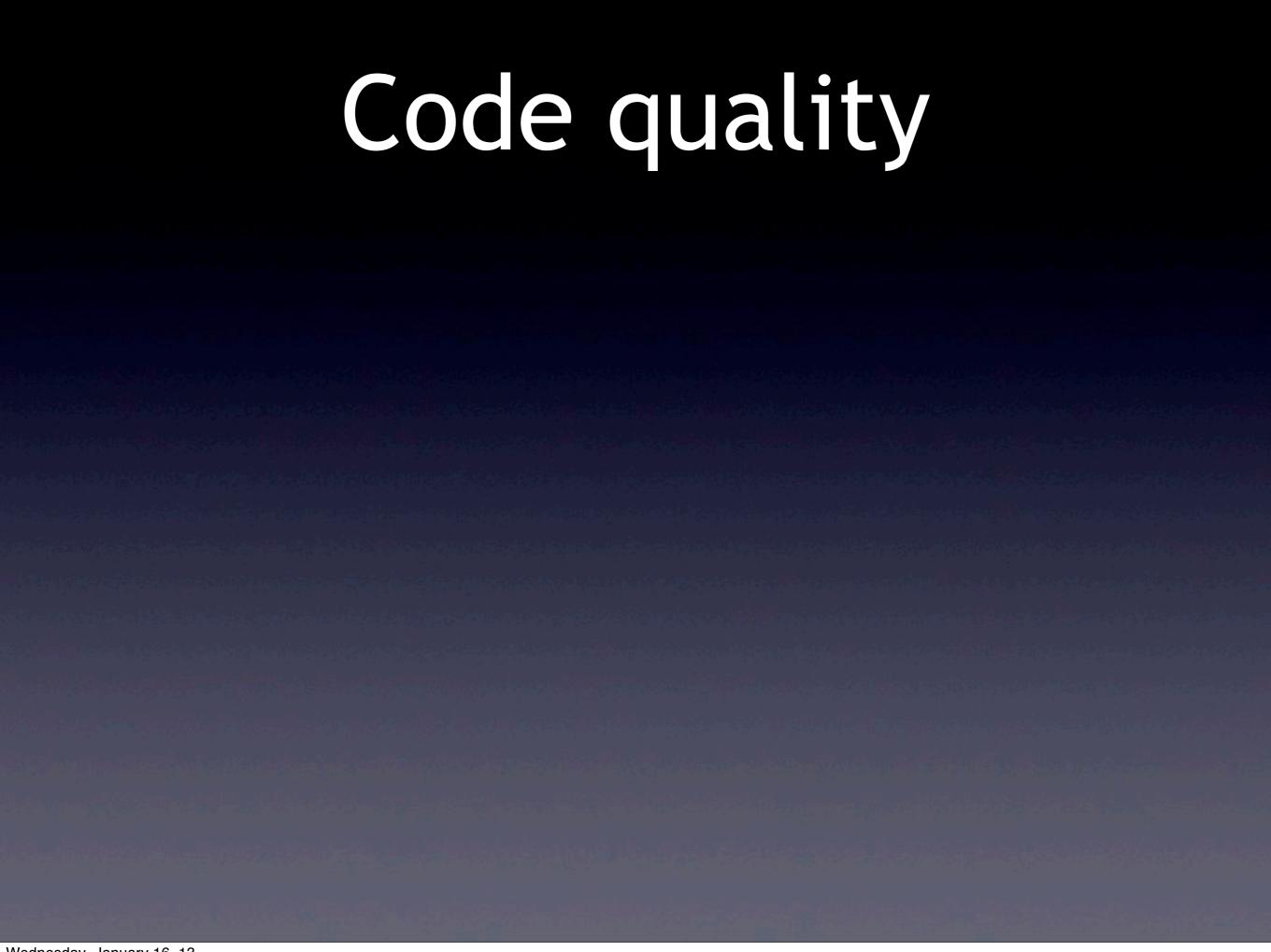
Treat CSS as a first class citizen

Hire professionals

Treat CSS as a first class citizen

Hire professionals

Use frameworks



How?

How?

Continual improvement

How?

Continual improvement

How?

Continual improvement

TDD

How?

Continual improvement

TDD

Metrics

How?

Continual improvement

Conferences

TDD

Metrics

How?

Continual improvement

Study groups

Conferences

TDD

Metrics

Code quality

How?

Continual improvement

Study groups

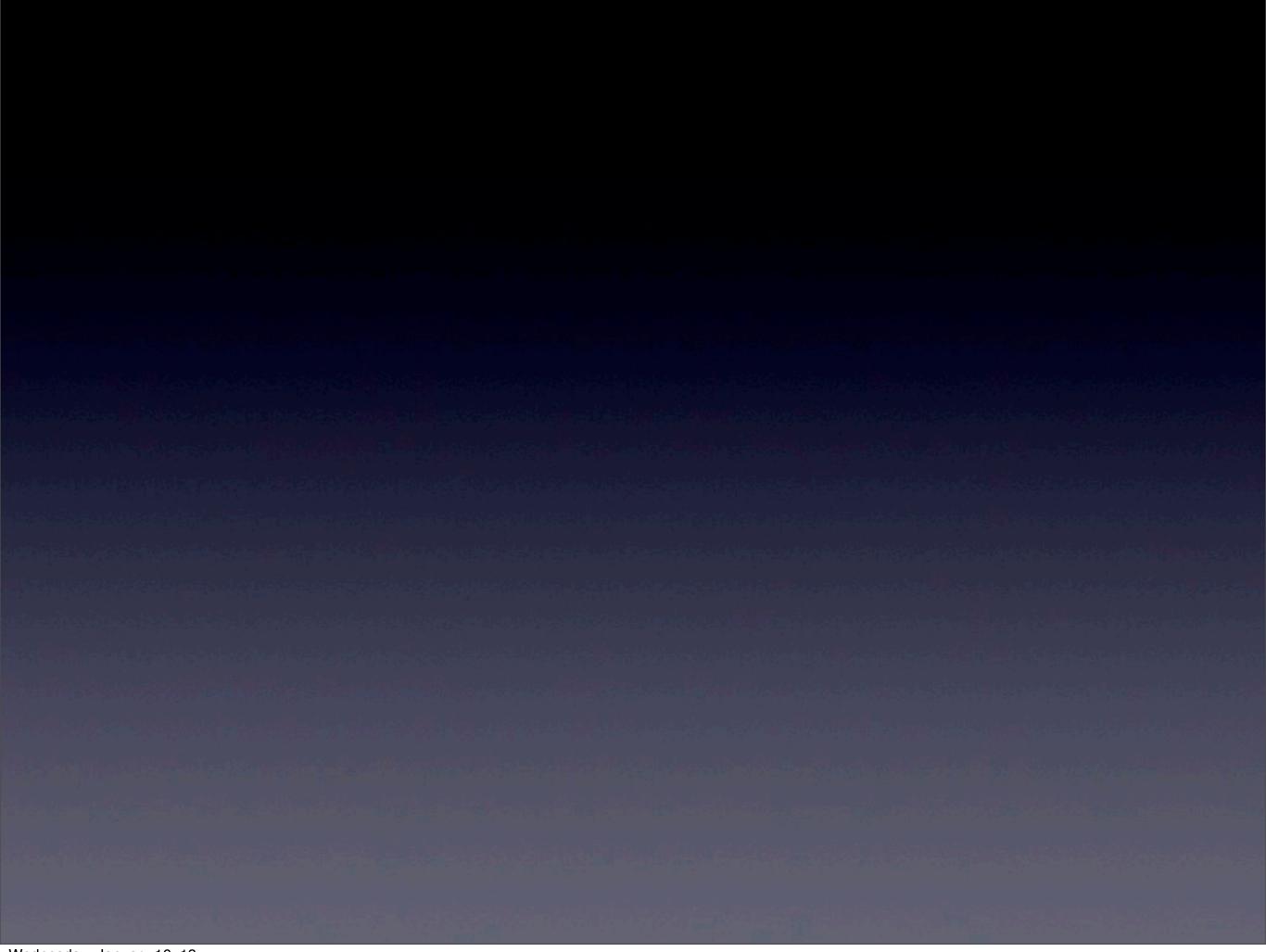
Conferences

TDD

Code reviews

Metrics

Continuous integration





Aim for 100% code coverage!

Aim for 100% code coverage!

But what about client side?

Aim for 100% code coverage!

But what about client side?

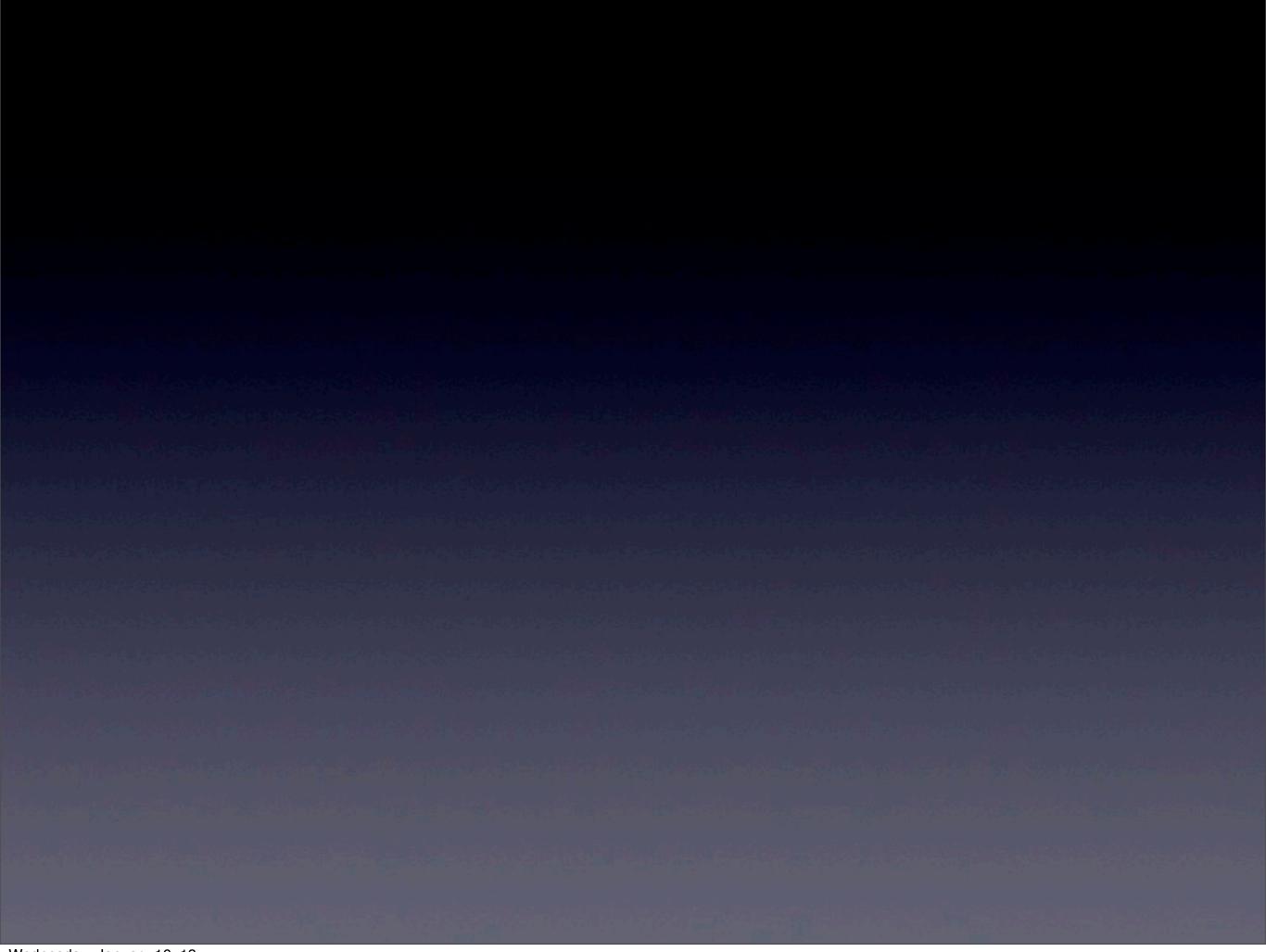
Build automated UI tests

Aim for 100% code coverage!

But what about client side?

Build automated UI tests

Browser testing





Big is slow - small is fast!

Big is slow - small is fast!

Fast time to market

Big is slow - small is fast!

Fast time to market

+

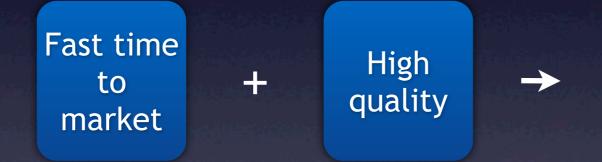
Big is slow - small is fast!

Fast time to market

+

High quality

Big is slow - small is fast!



Big is slow - small is fast!



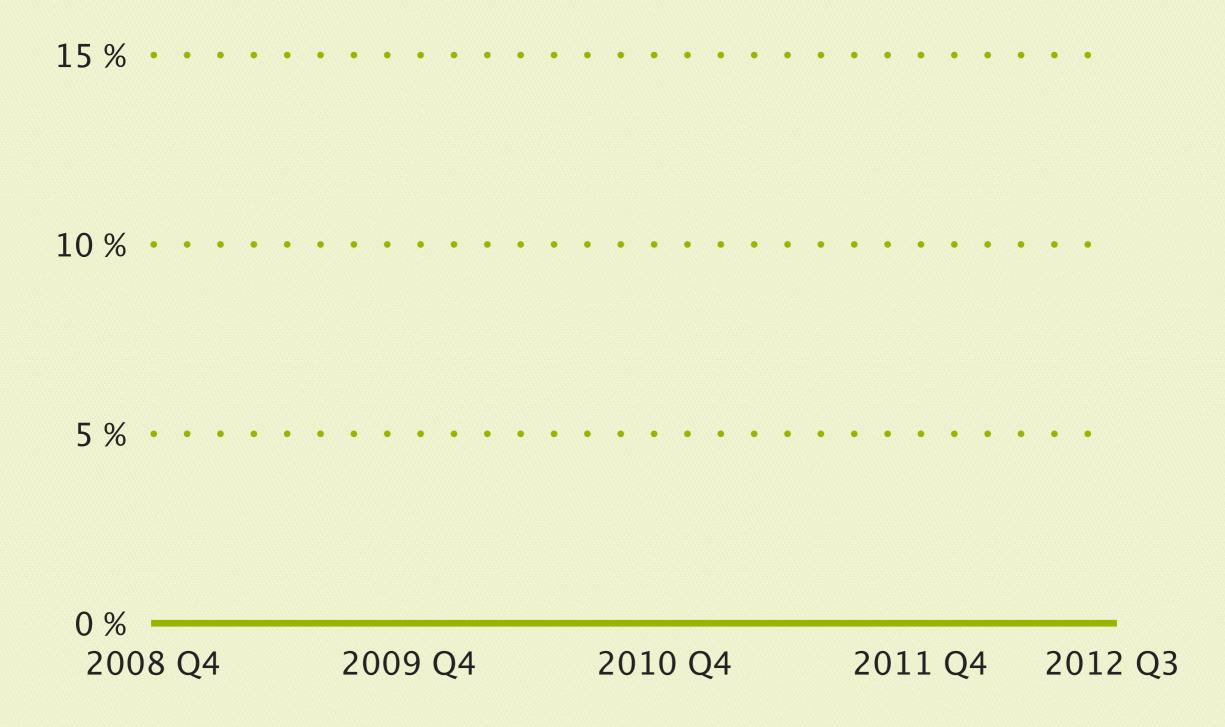
Resources

- SASS: http://sass-lang.com/
- Compass: http://compass-style.org/
- Susy: http://susy.oddbird.net/
- Speed kills: http://programmer.97things.oreilly.com/wiki/index.php/Speed_Kills
- FitNesse: http://fitnesse.org/
- Fitnium: http://fitnium.wordpress.com/ (mostly dead by now)
- Continuous delivery: http://continuousdelivery.com/









Worldwide mobile phone traffic share

Source: gs.statcounter.com



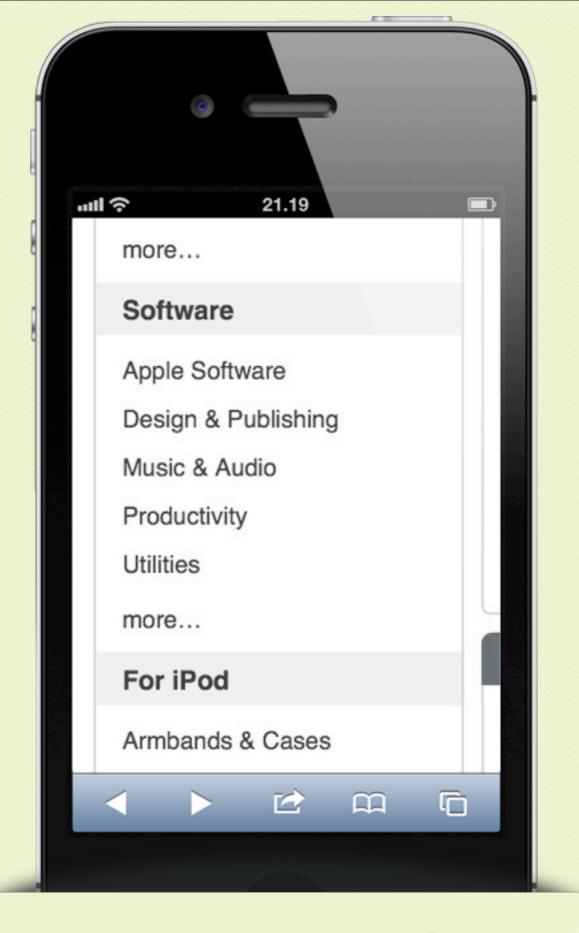
Worldwide mobile phone traffic share

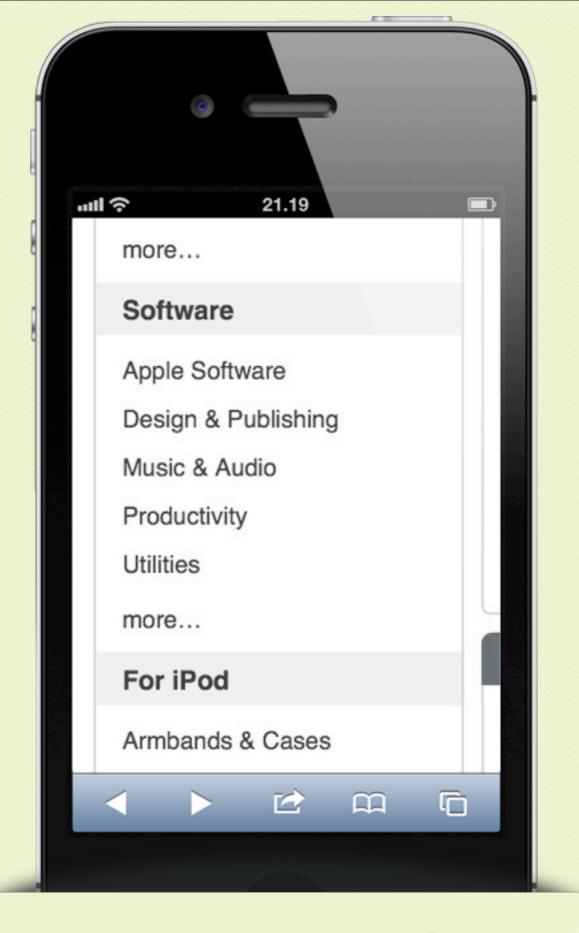
Source: gs.statcounter.com



We wanted to avoid this...





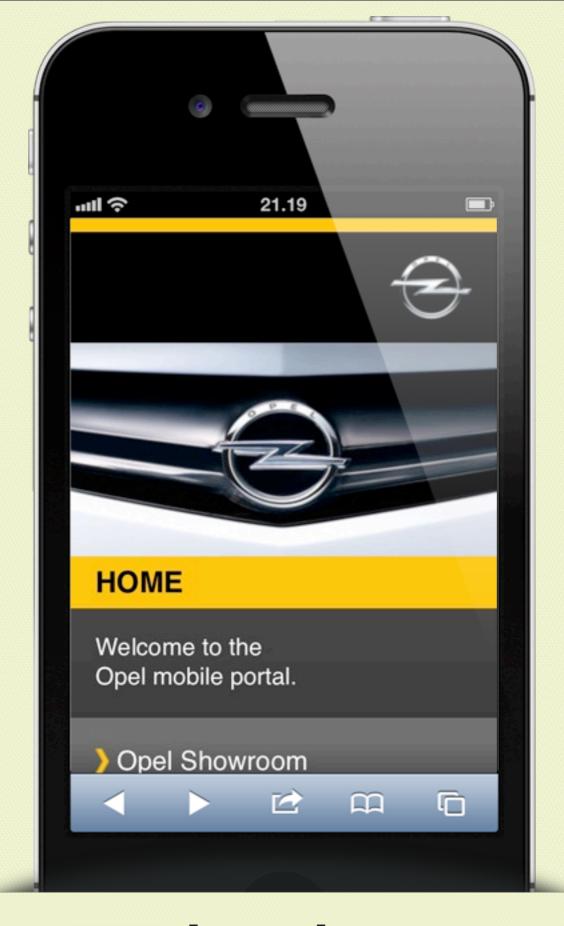




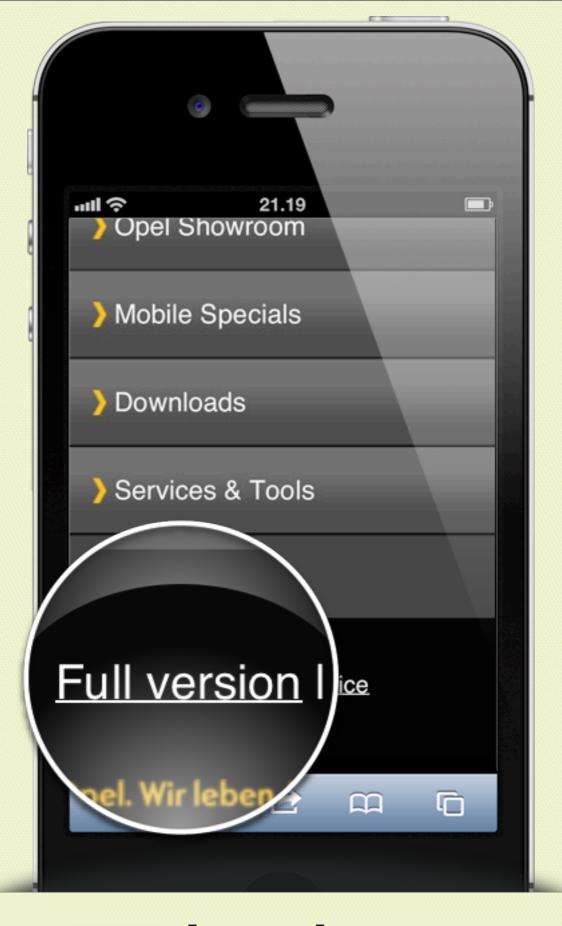




...and we didn't want this



Missing the big picture



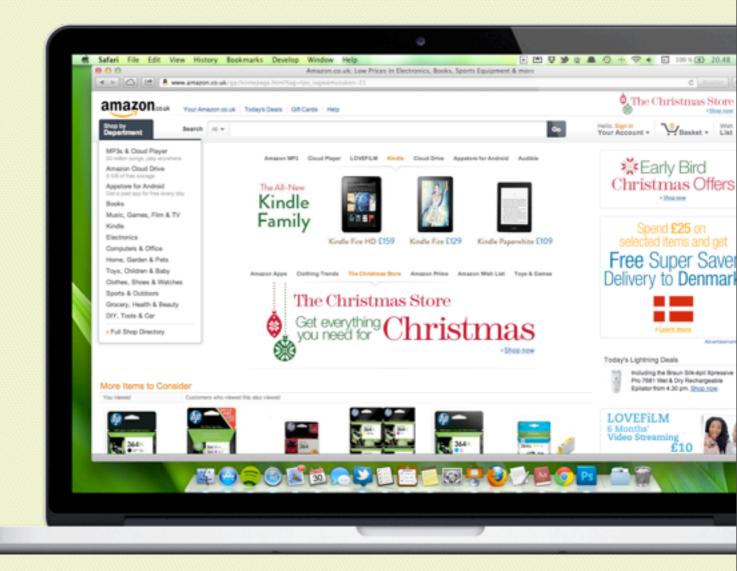
Missing the big picture













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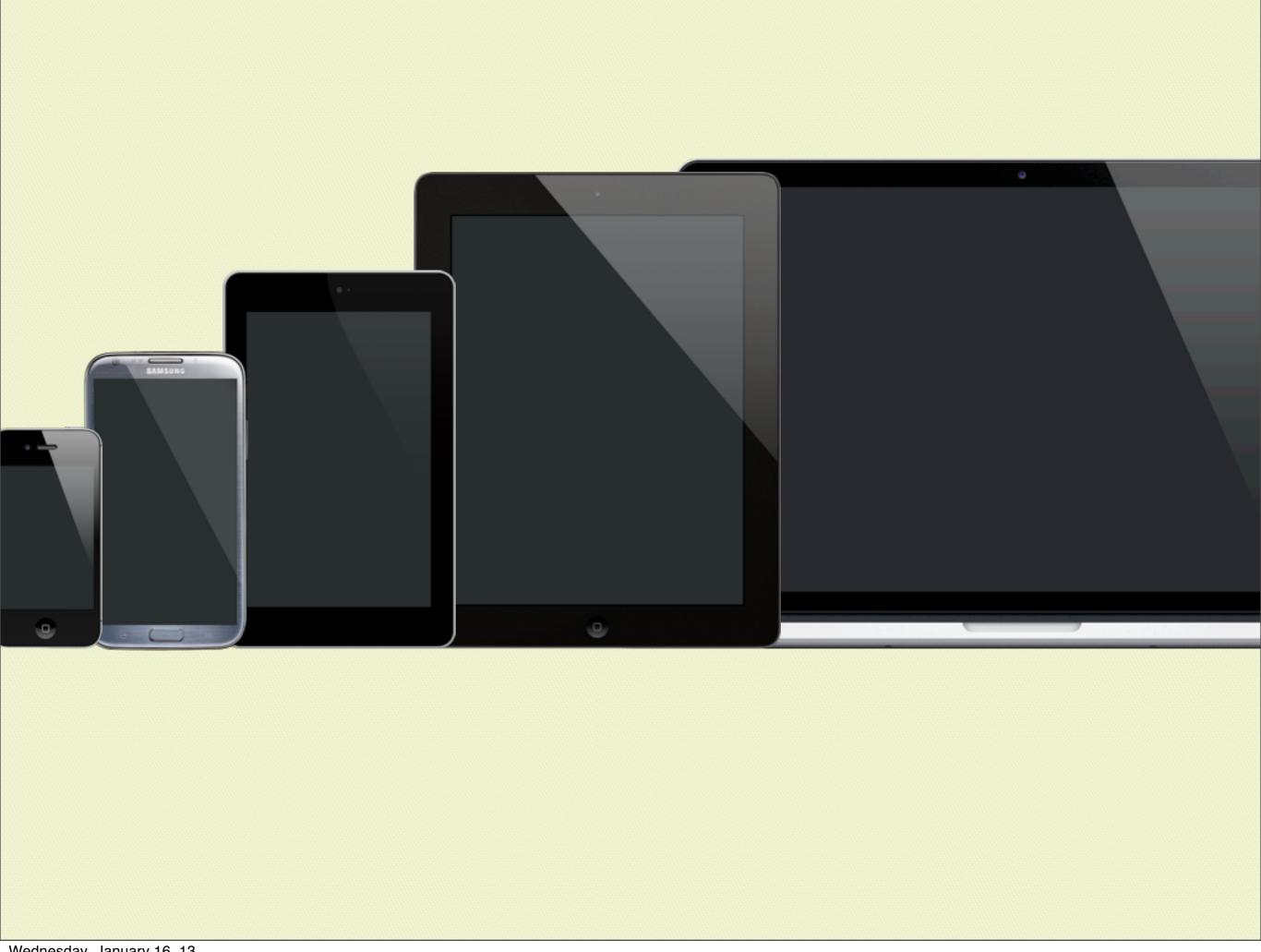


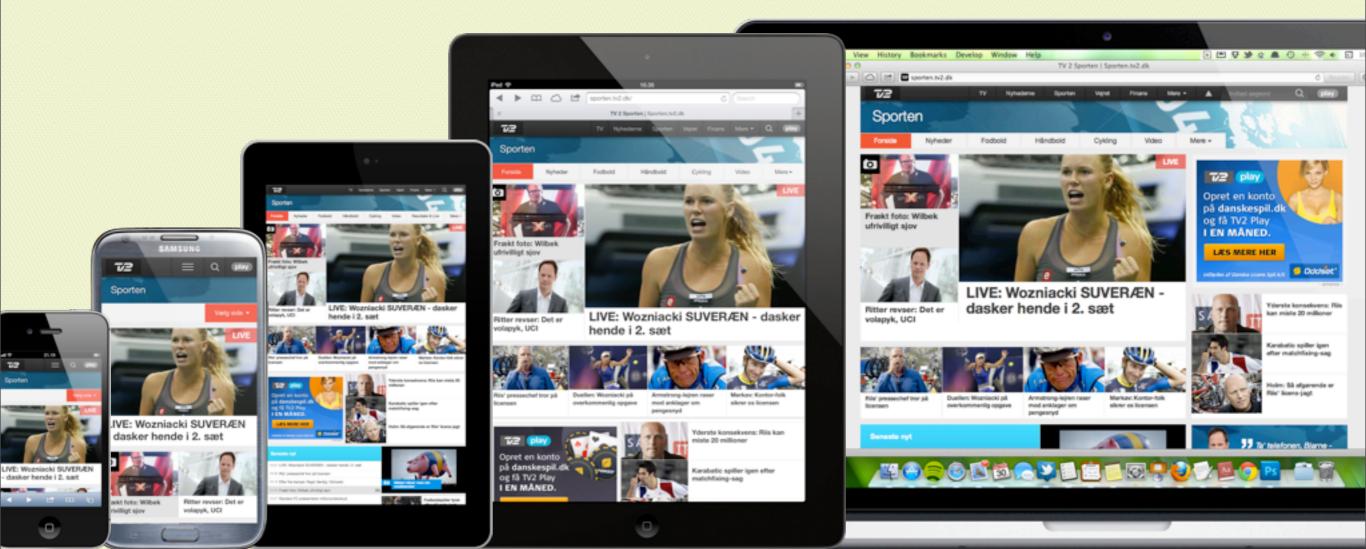




What about the inbetweens?

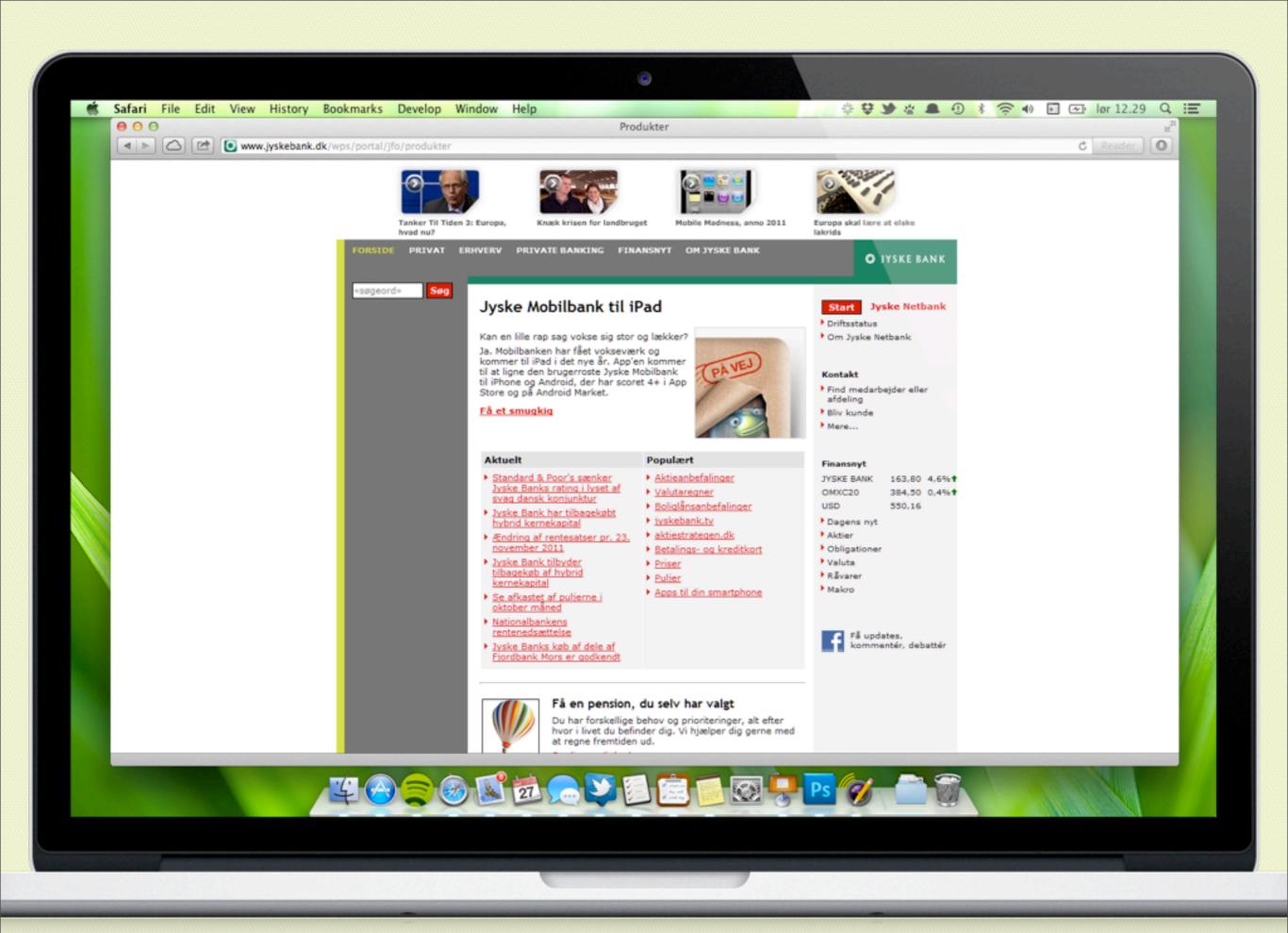


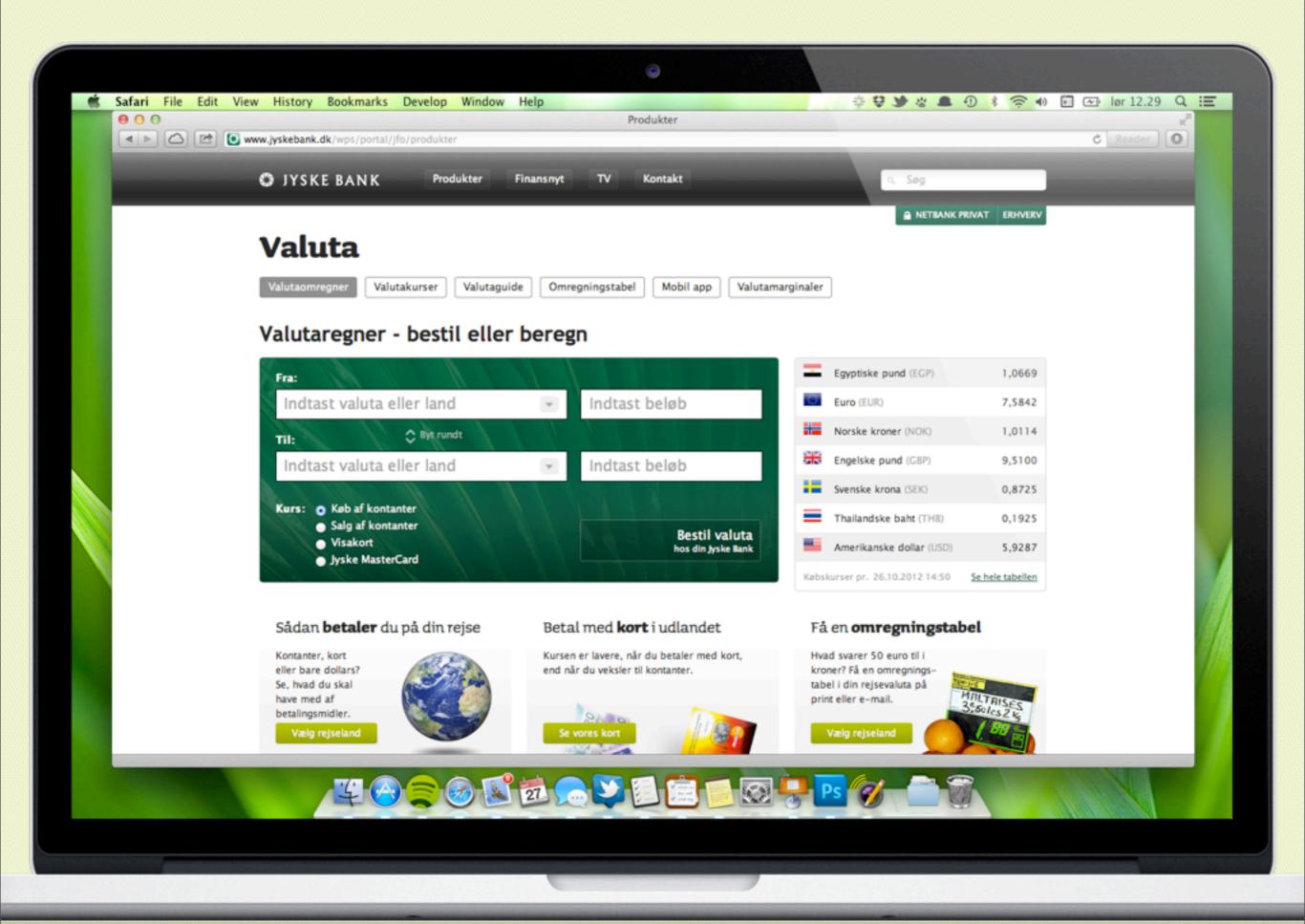




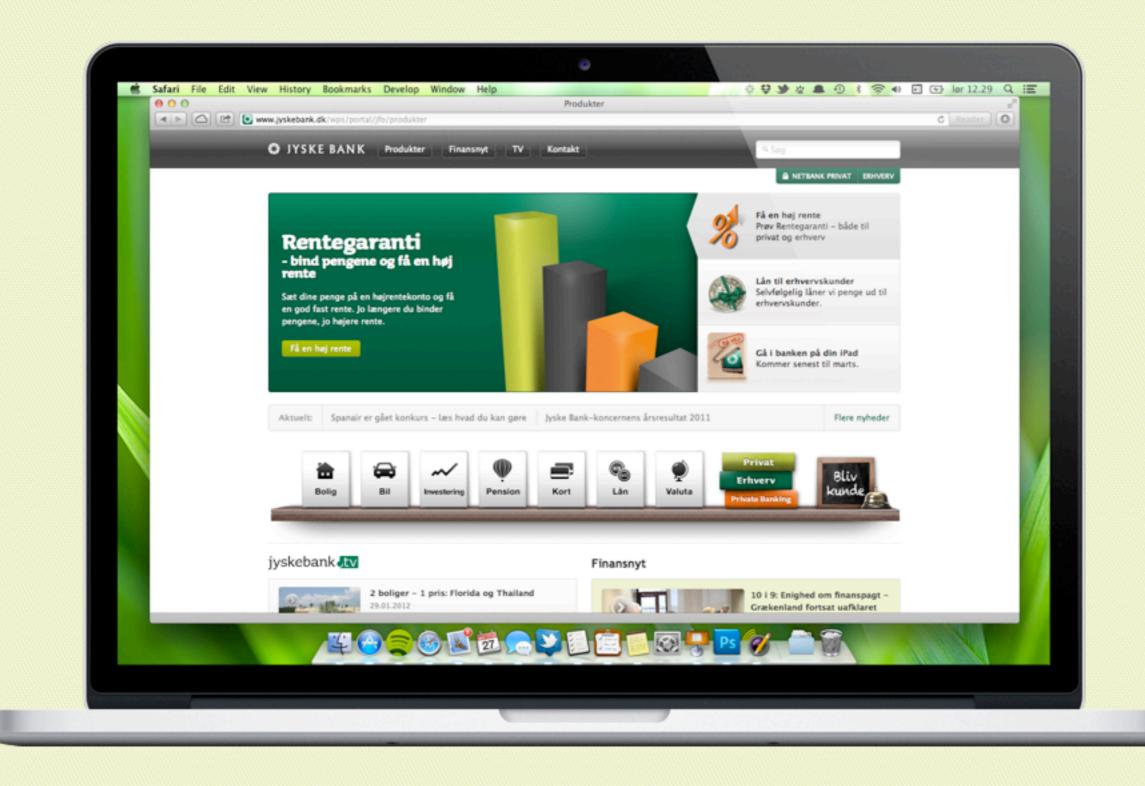
One website for all devices



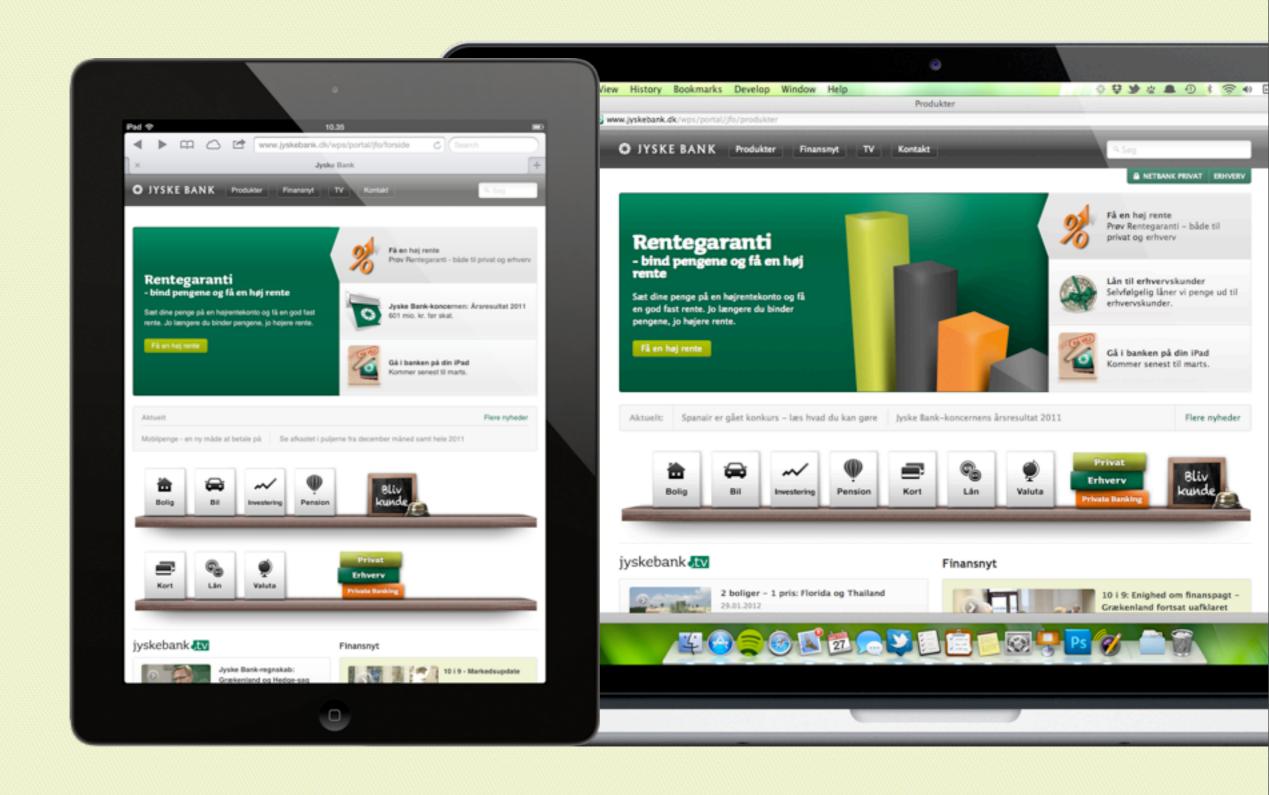




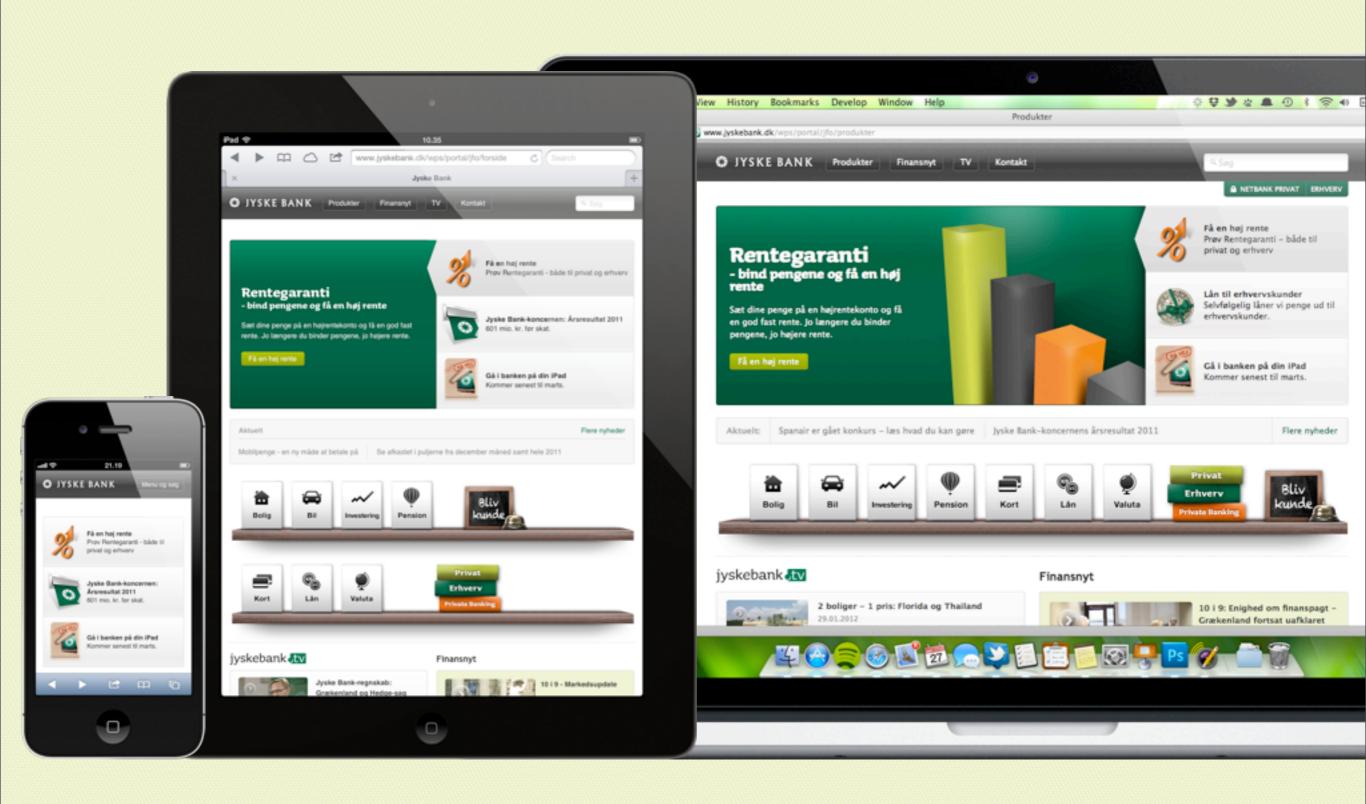




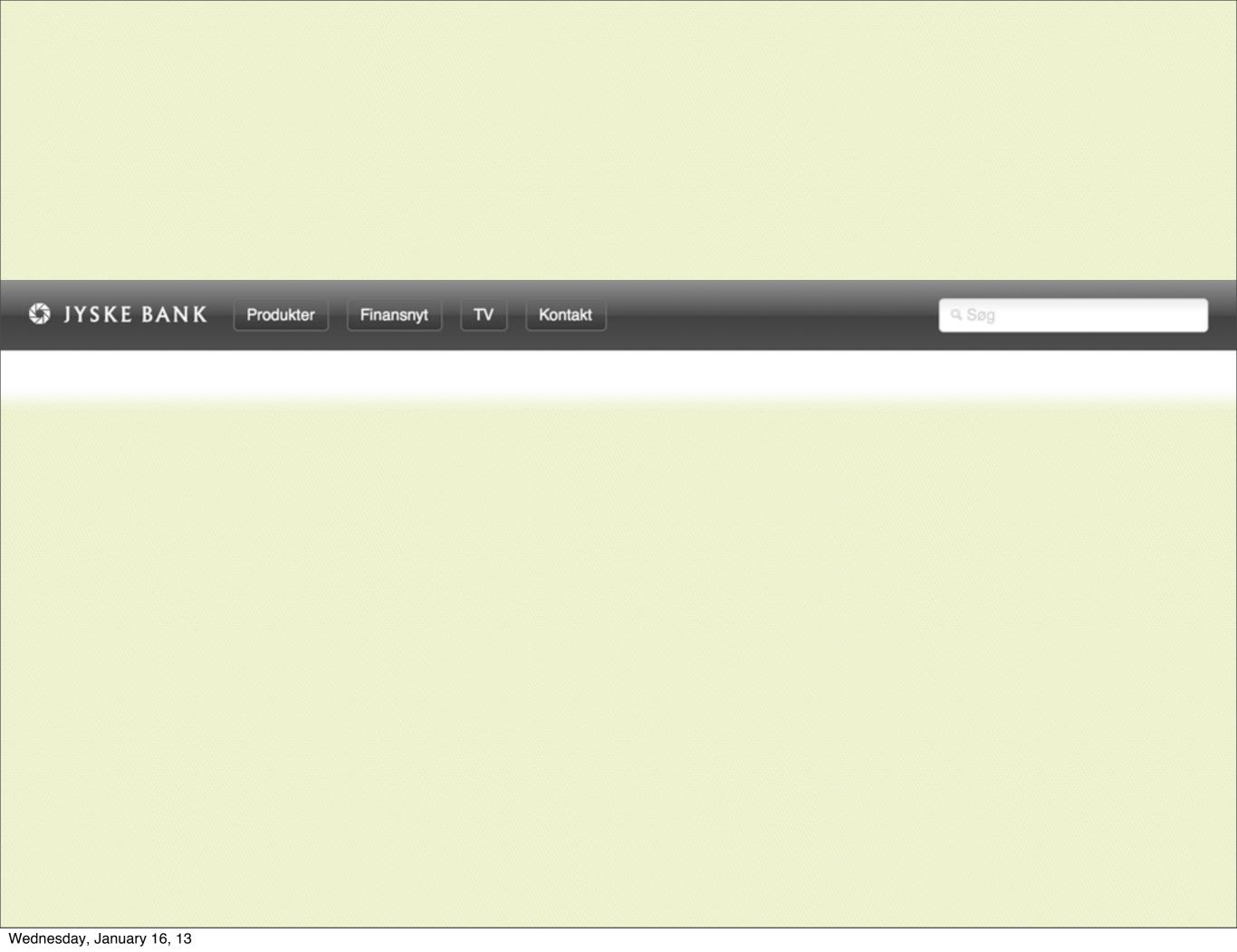
jyskebank.dk

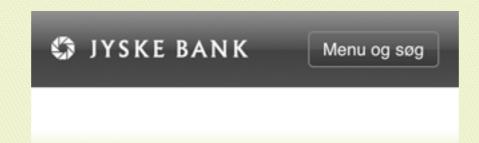


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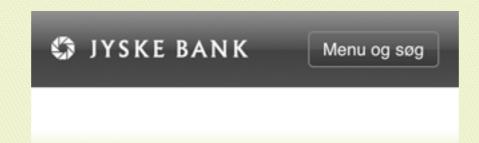


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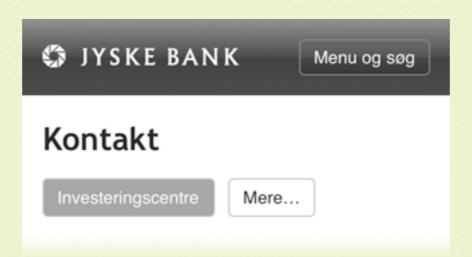




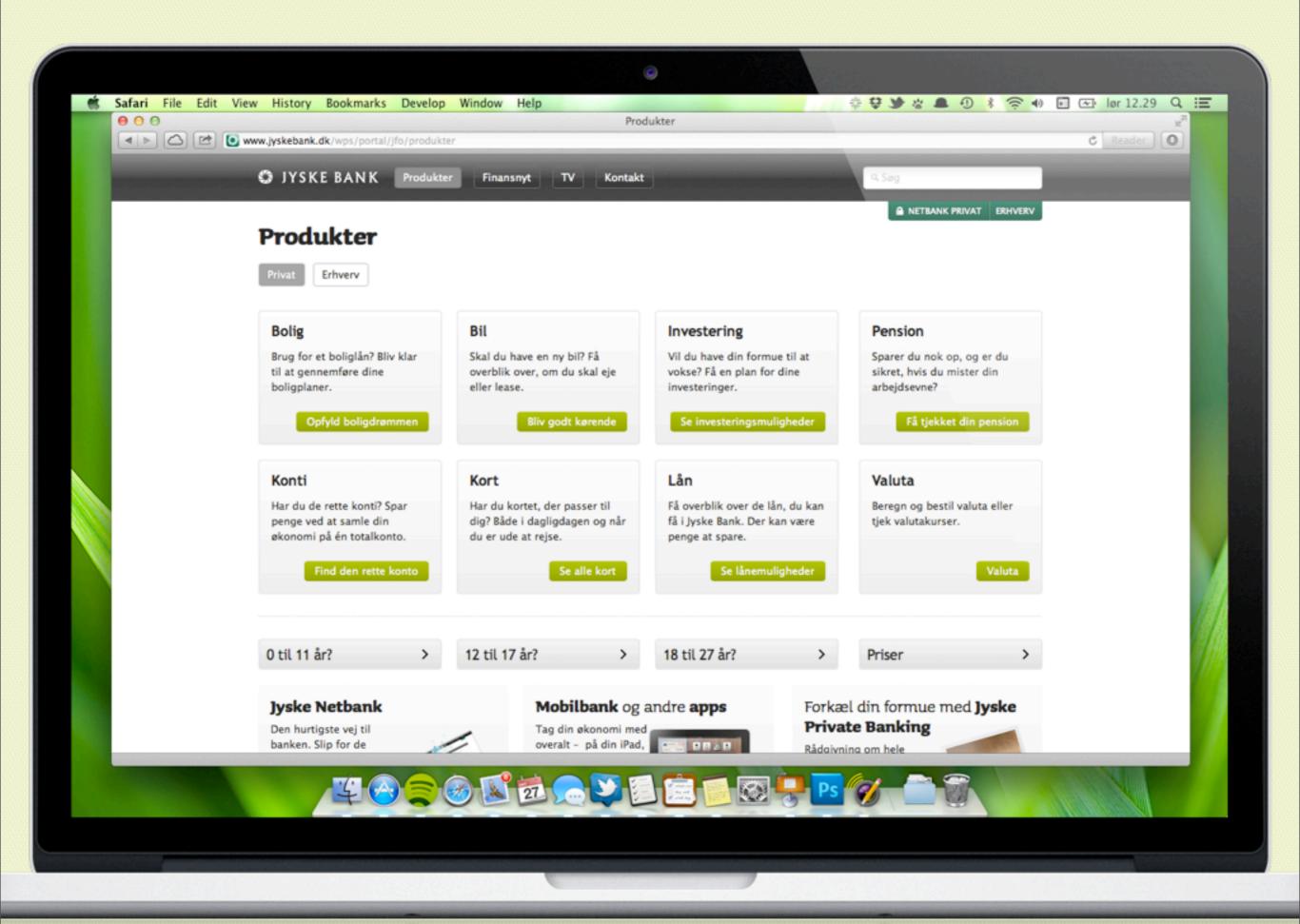


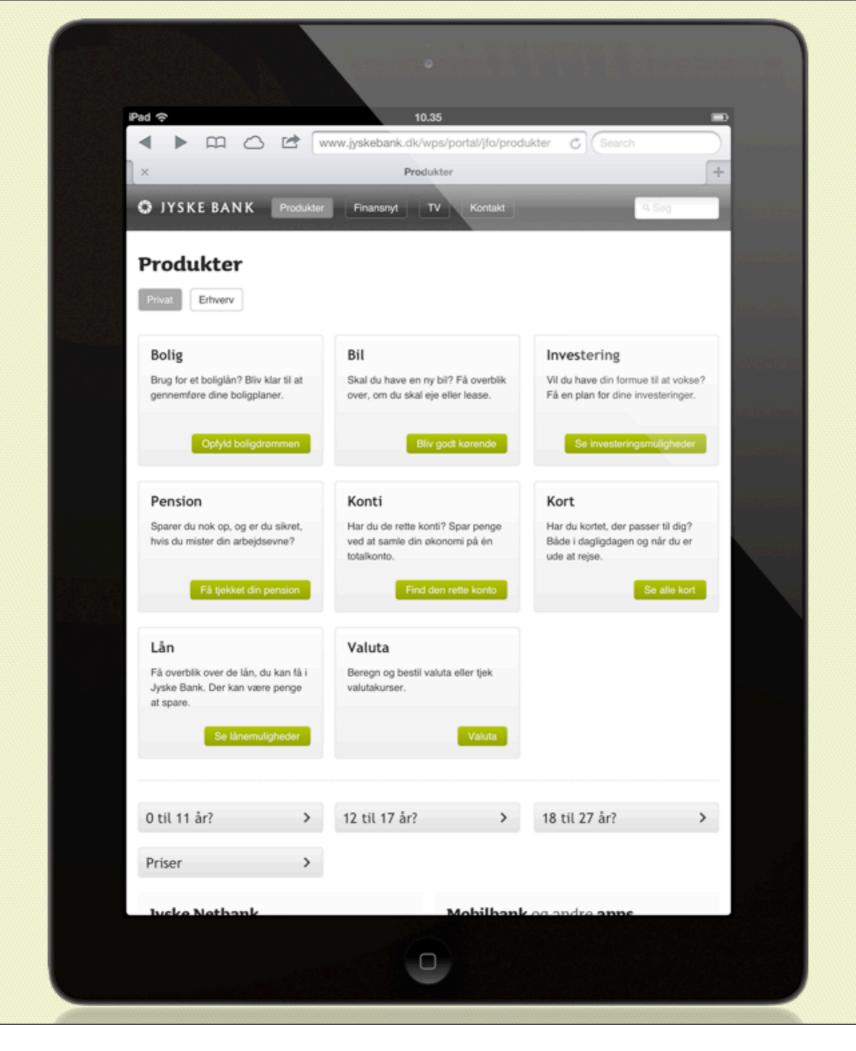
Kontakt

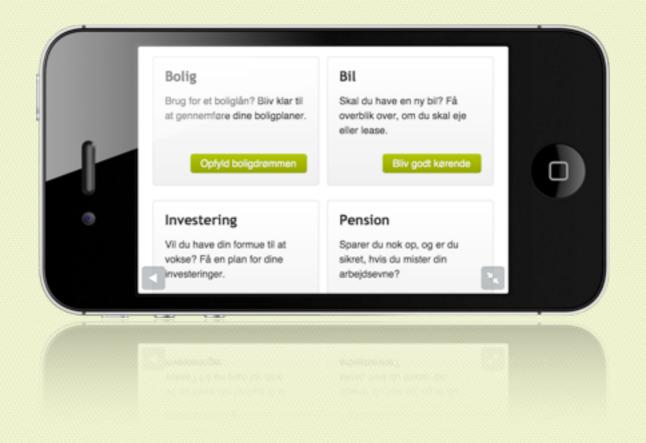
Søg Koncernen Investeringscentre Investor Relations Presse Klage?

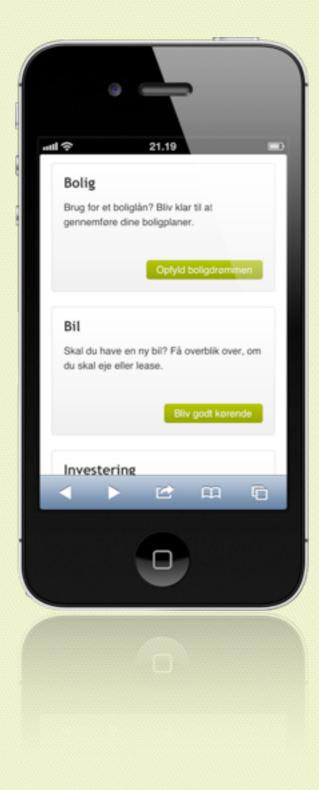


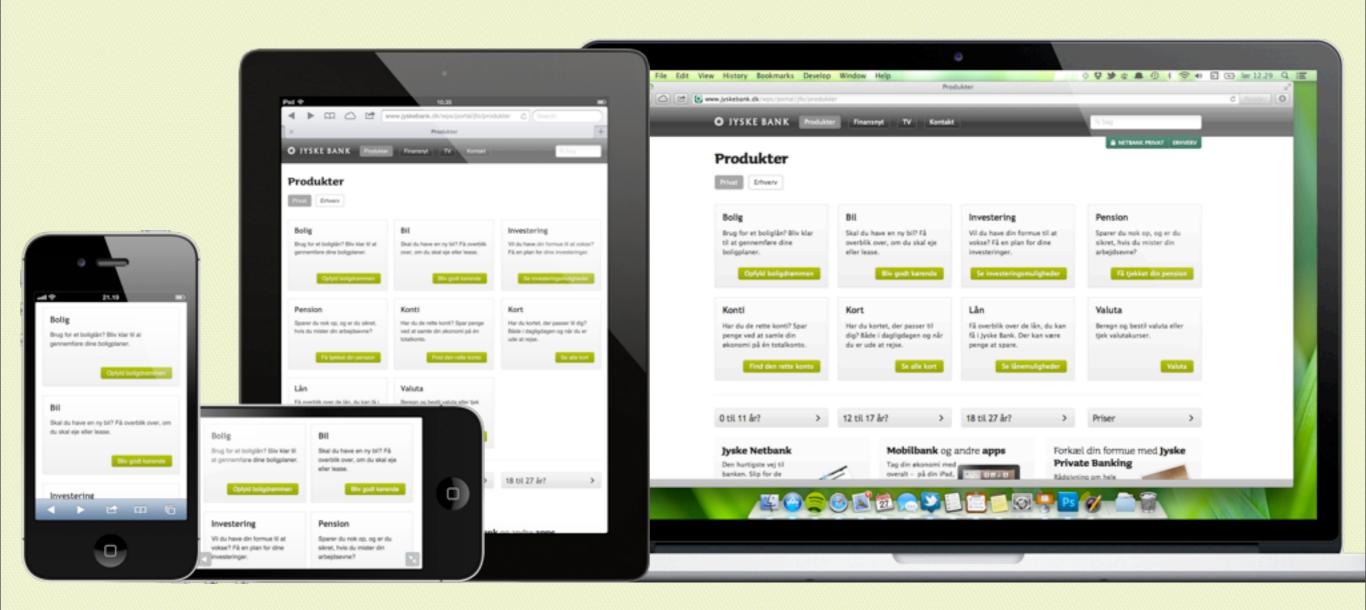


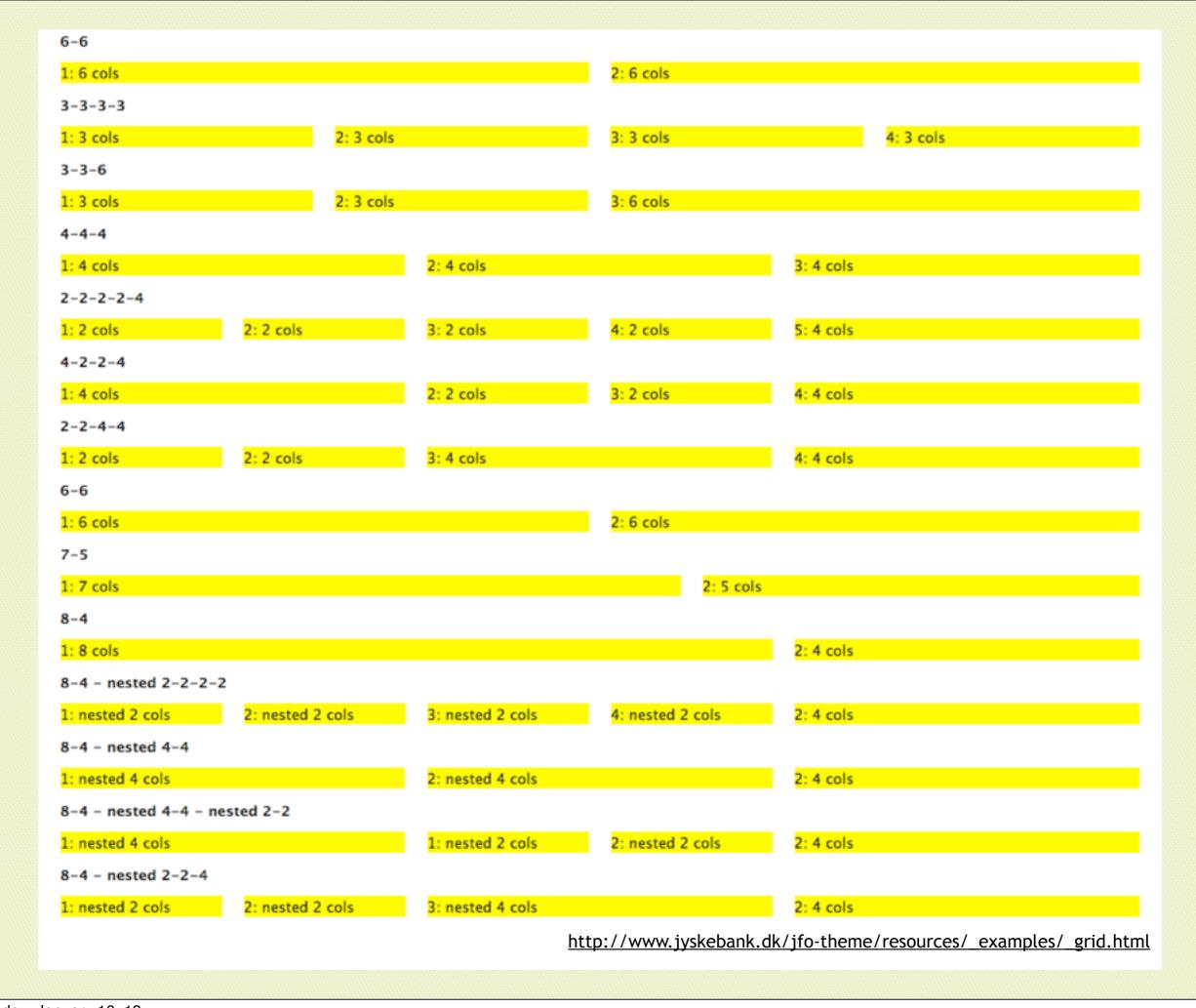






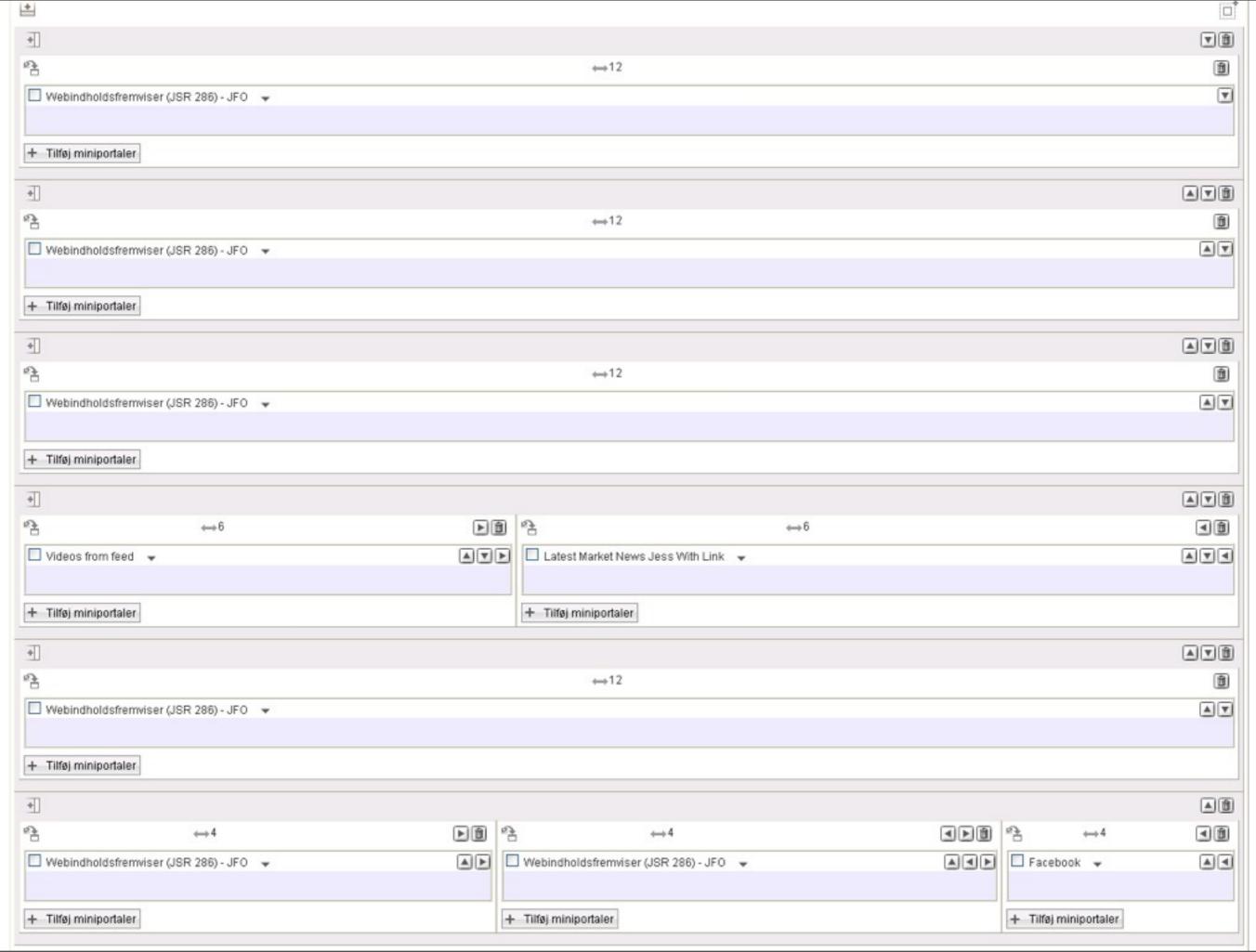




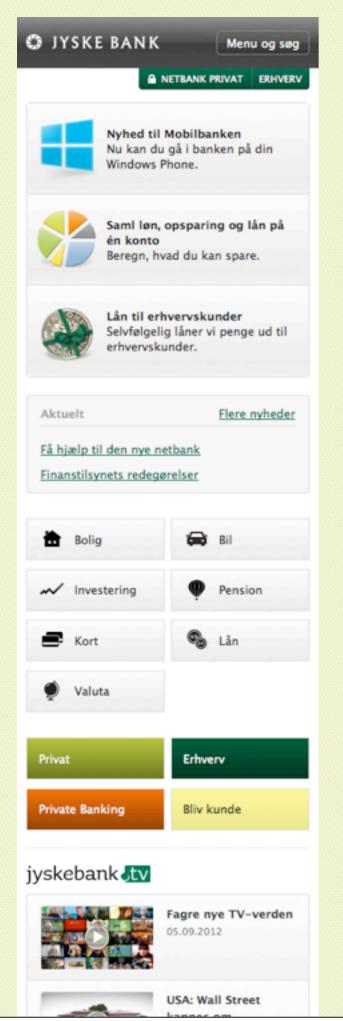


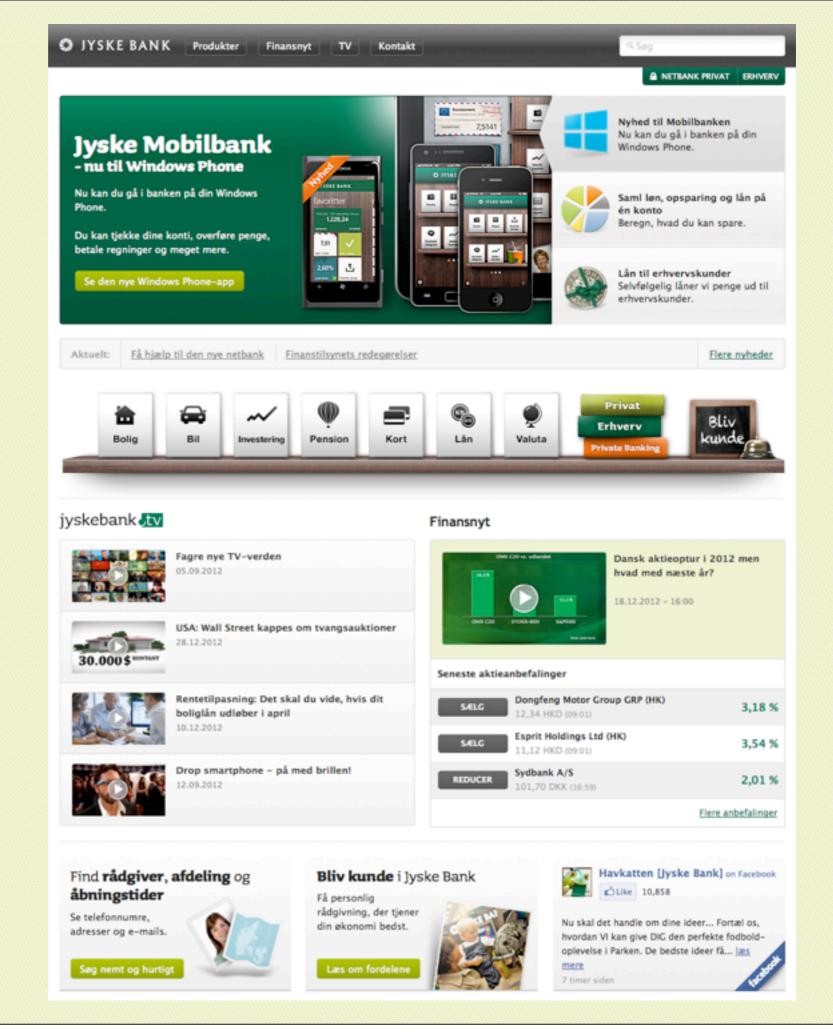
Basics

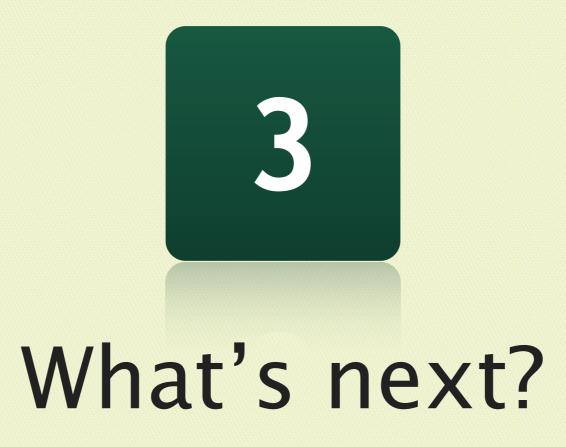
- Use the "old" page layout portlet
- Assign "relative" column width to horizontal "row" containers
- Translate LayoutMetrics.width to a CSS class in our grid system



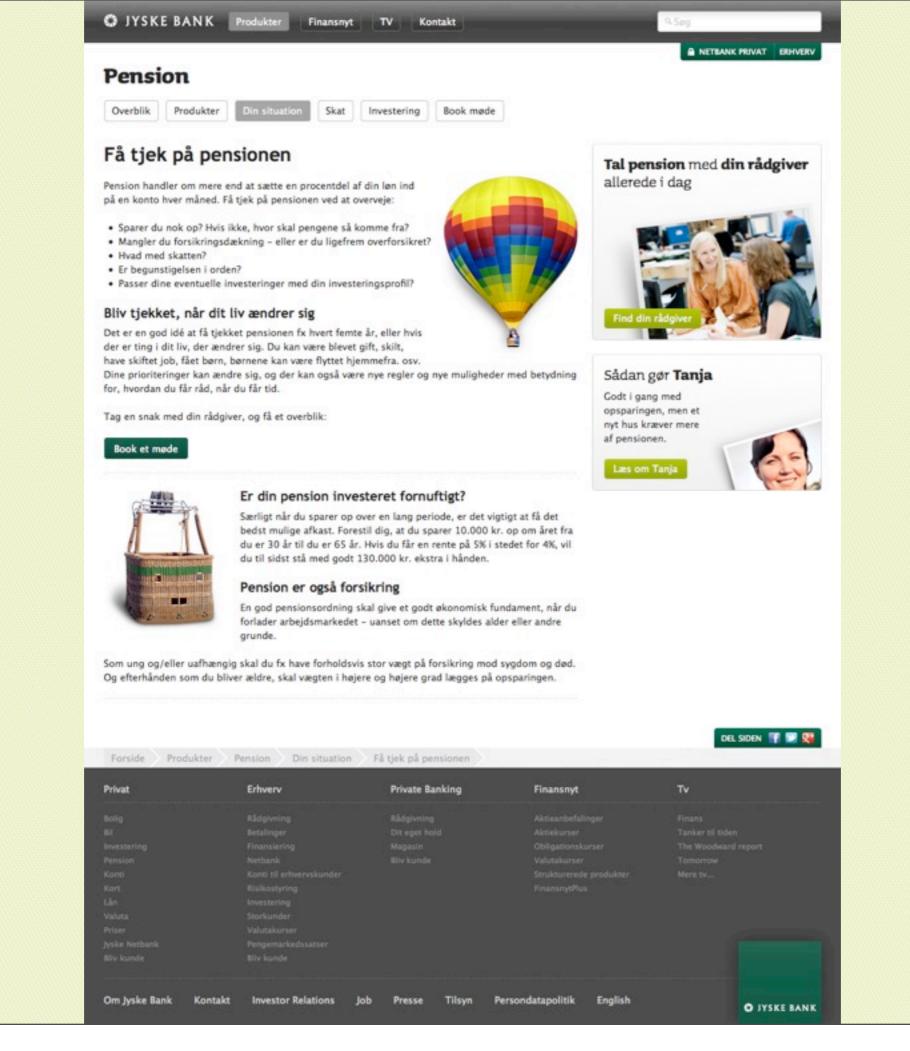
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<%@ page trimDirectiveWhitespaces="true" %>
<%@ taglib uri="http://www.ibm.com/xmlns/prod/websphere/portal/v6.0/portal-skin" prefix="portal-skin" %>
<@page import="com.ibm.portal.content.LayoutMetrics"%>
<% String styleClass = "row"; %>
<portal-skin:layoutNodeLoop var="layoutNode">
  <% String columnWidth I =</pre>
  (String)layoutNode.getLayoutMetrics().getValue(LayoutMetrics.WIDTH); if(columnWidthI != null) {
     styleClass += "-" + columnWidth I;
  } %>
<div class="<%=styleClass%>">
  <portal-skin:layoutNodeLoop>
  <portal-skin:layoutNodeRender/>
  </div>
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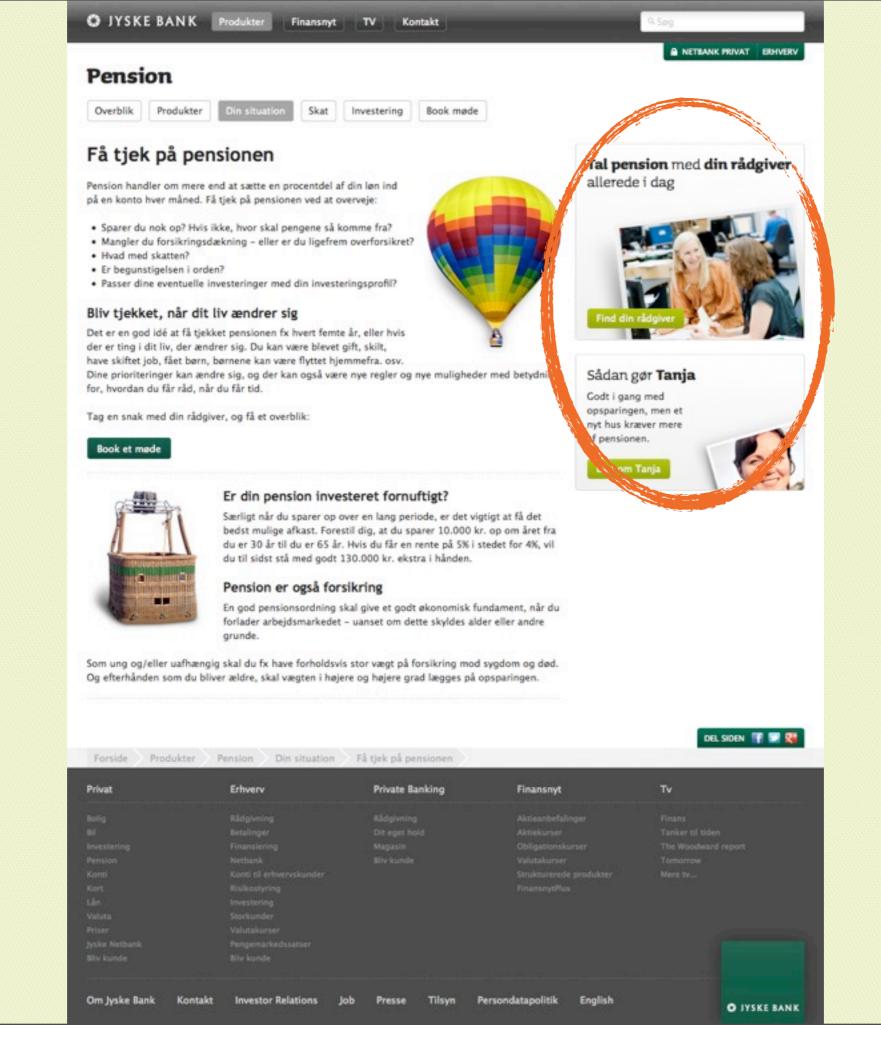


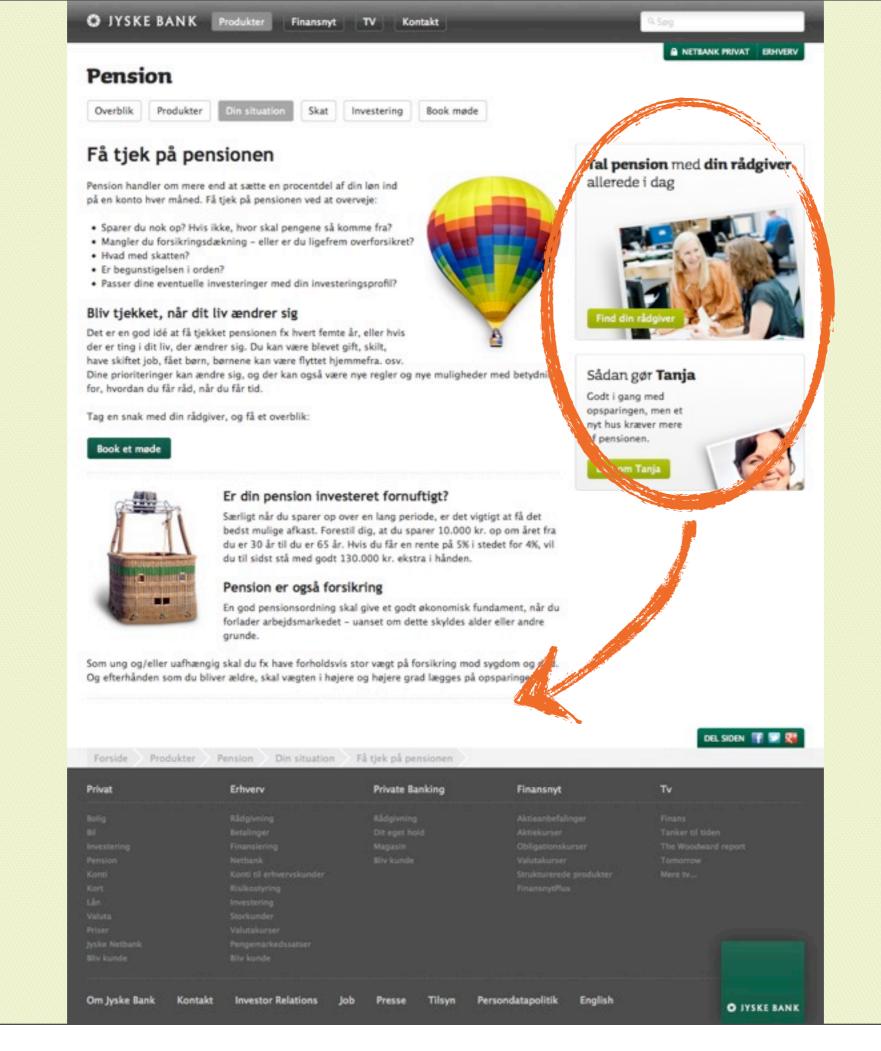














Læs om Tanja

Produkter Pension Din situation Få tjek på pensionen

Private Banking Finansnyt

DEL SIDEN 🜃 💟 👯

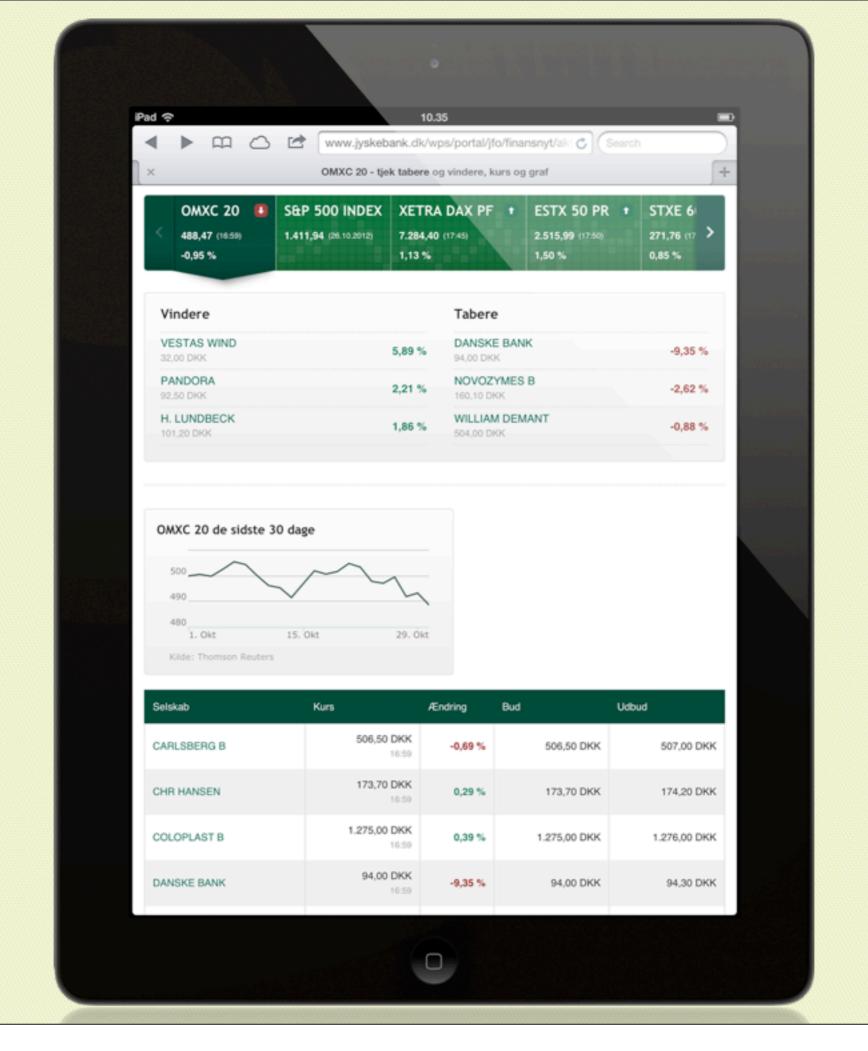
Forside

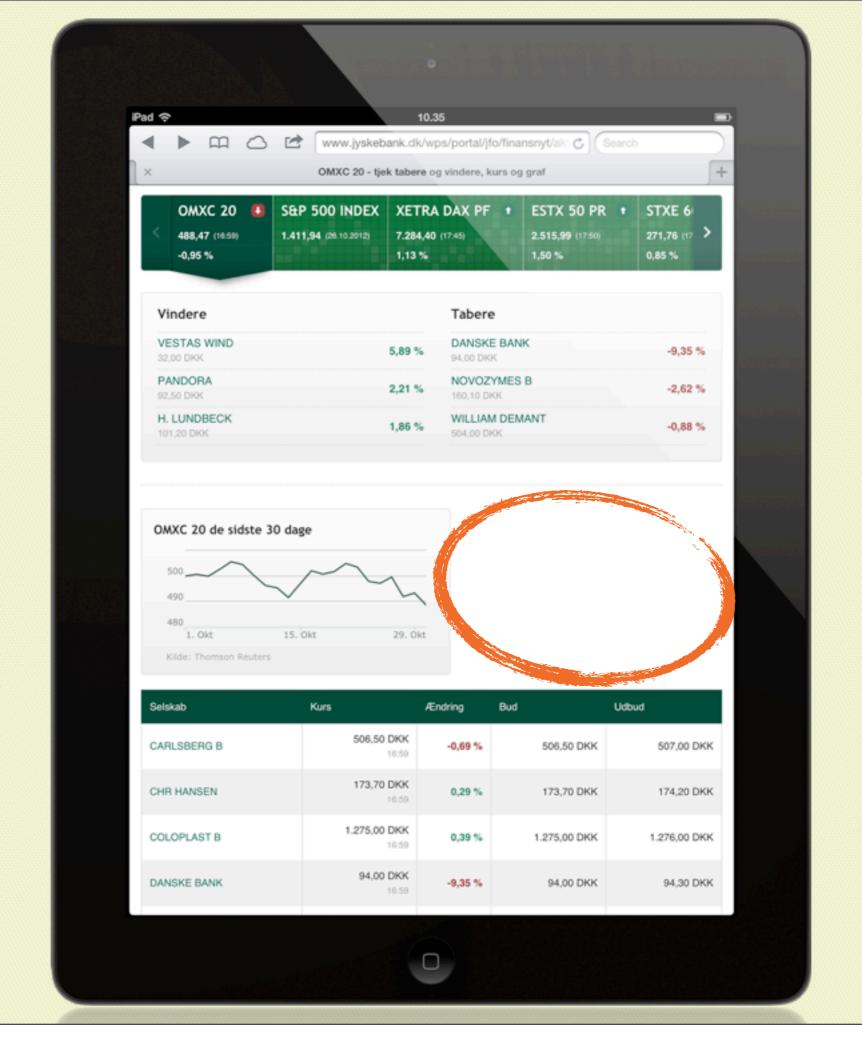
Privat

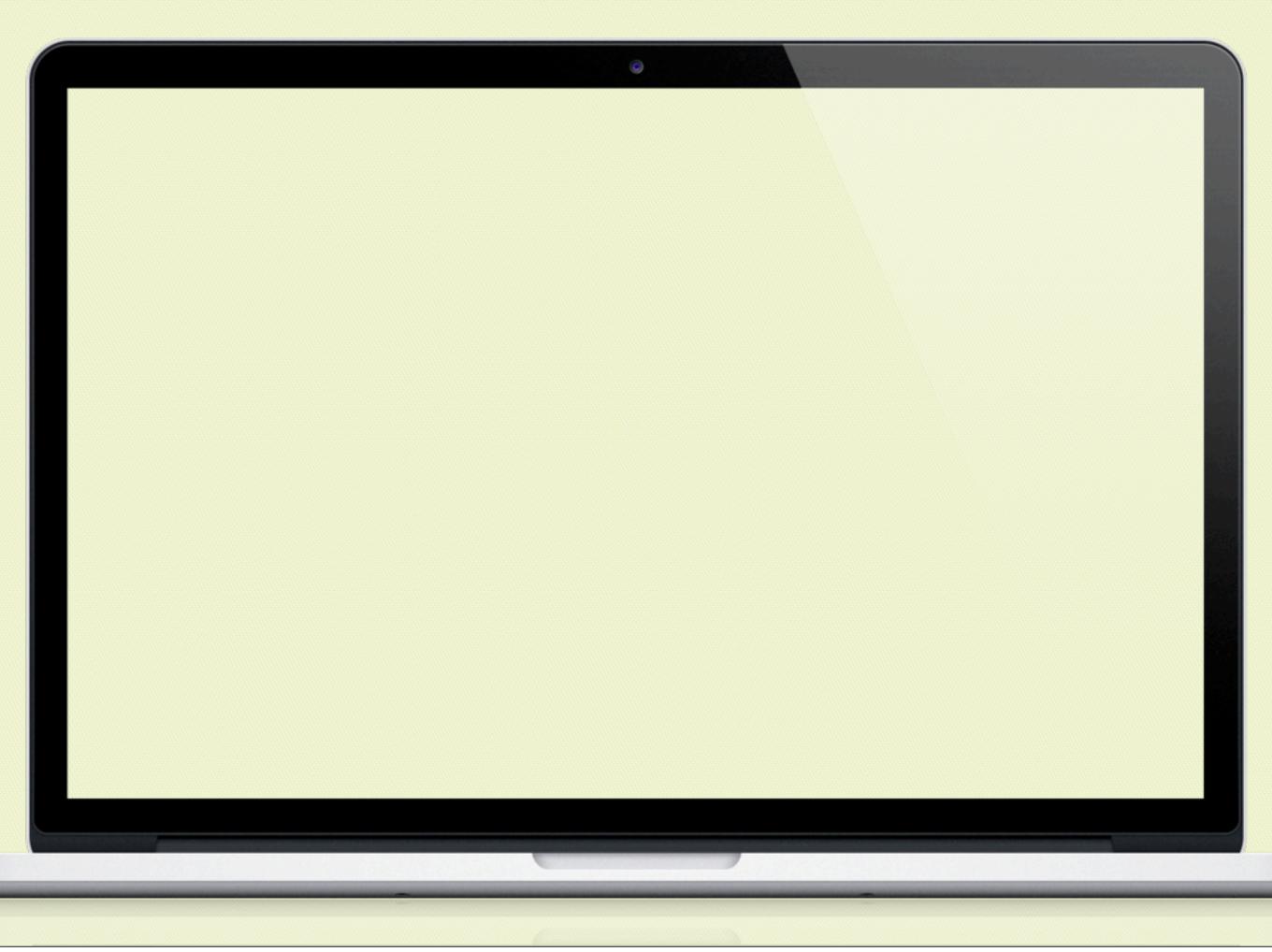


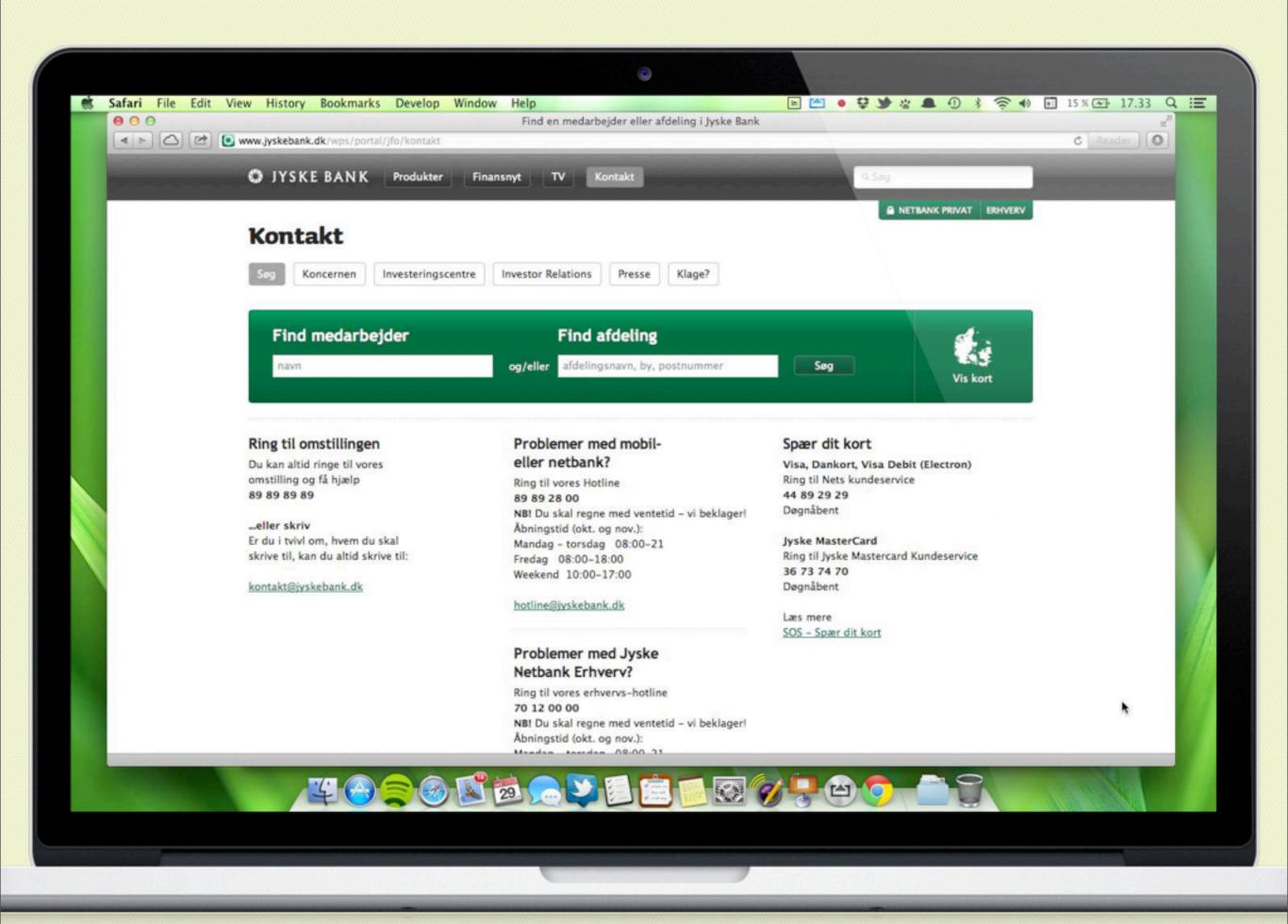




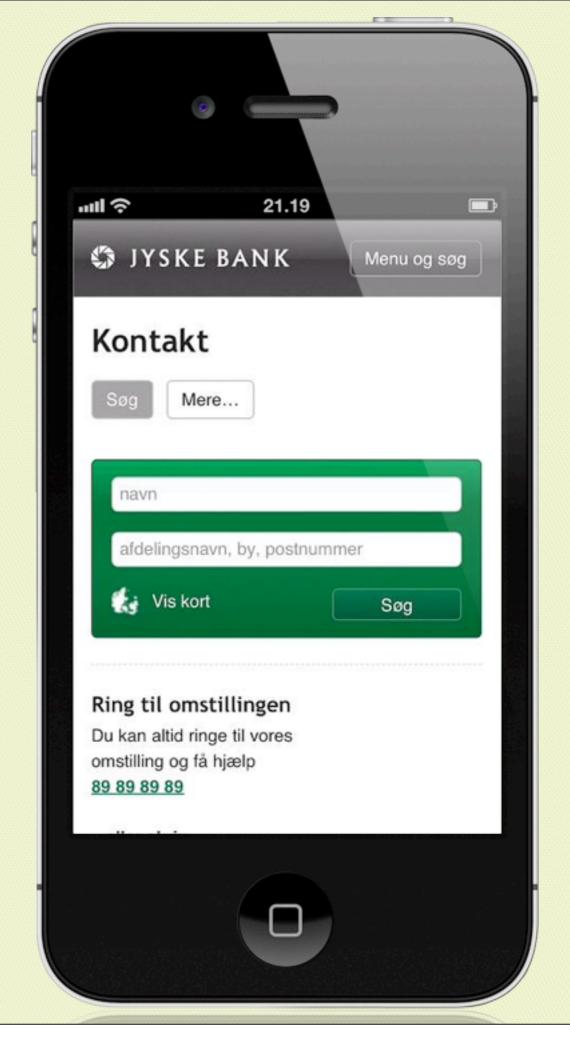






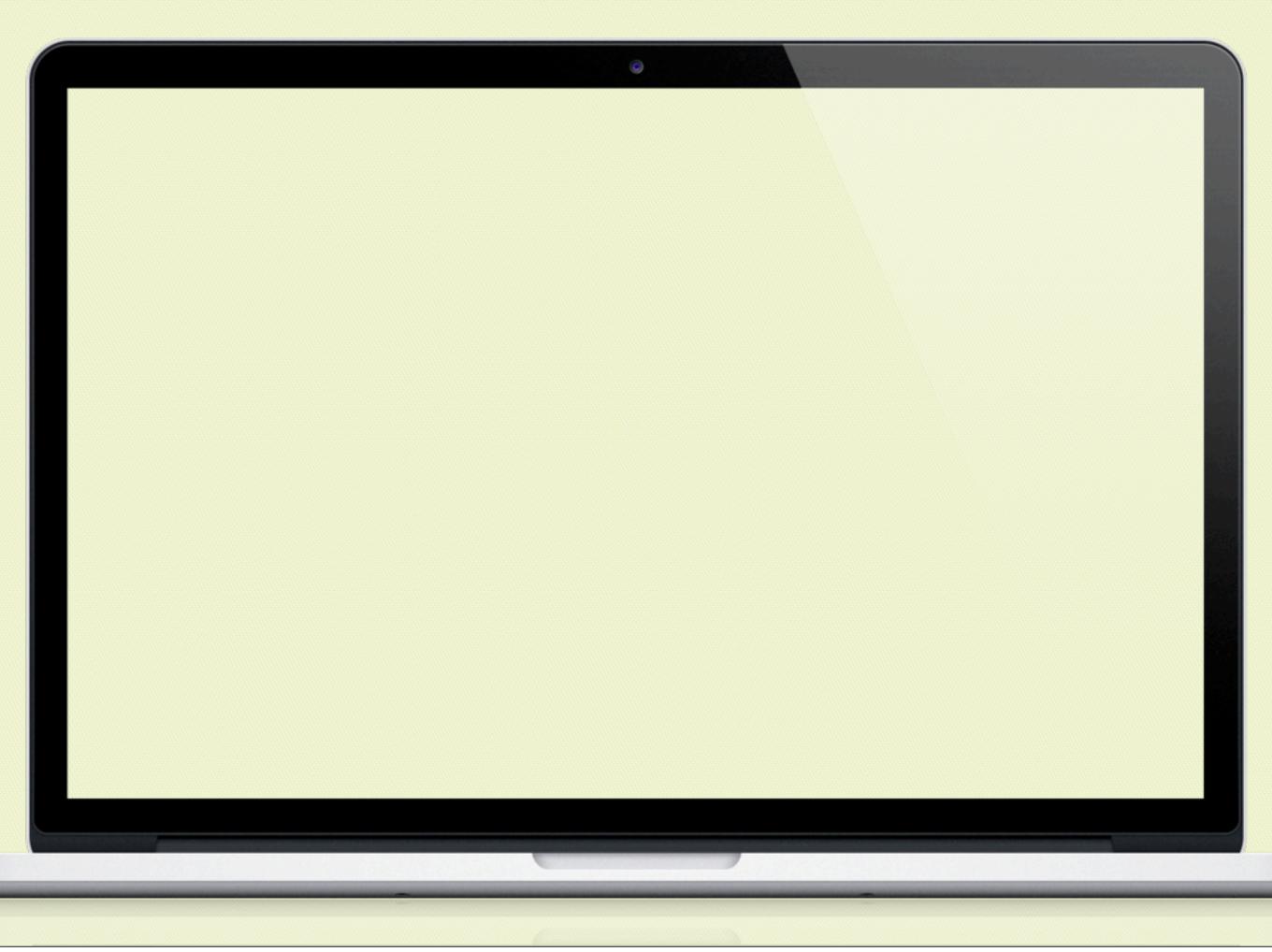


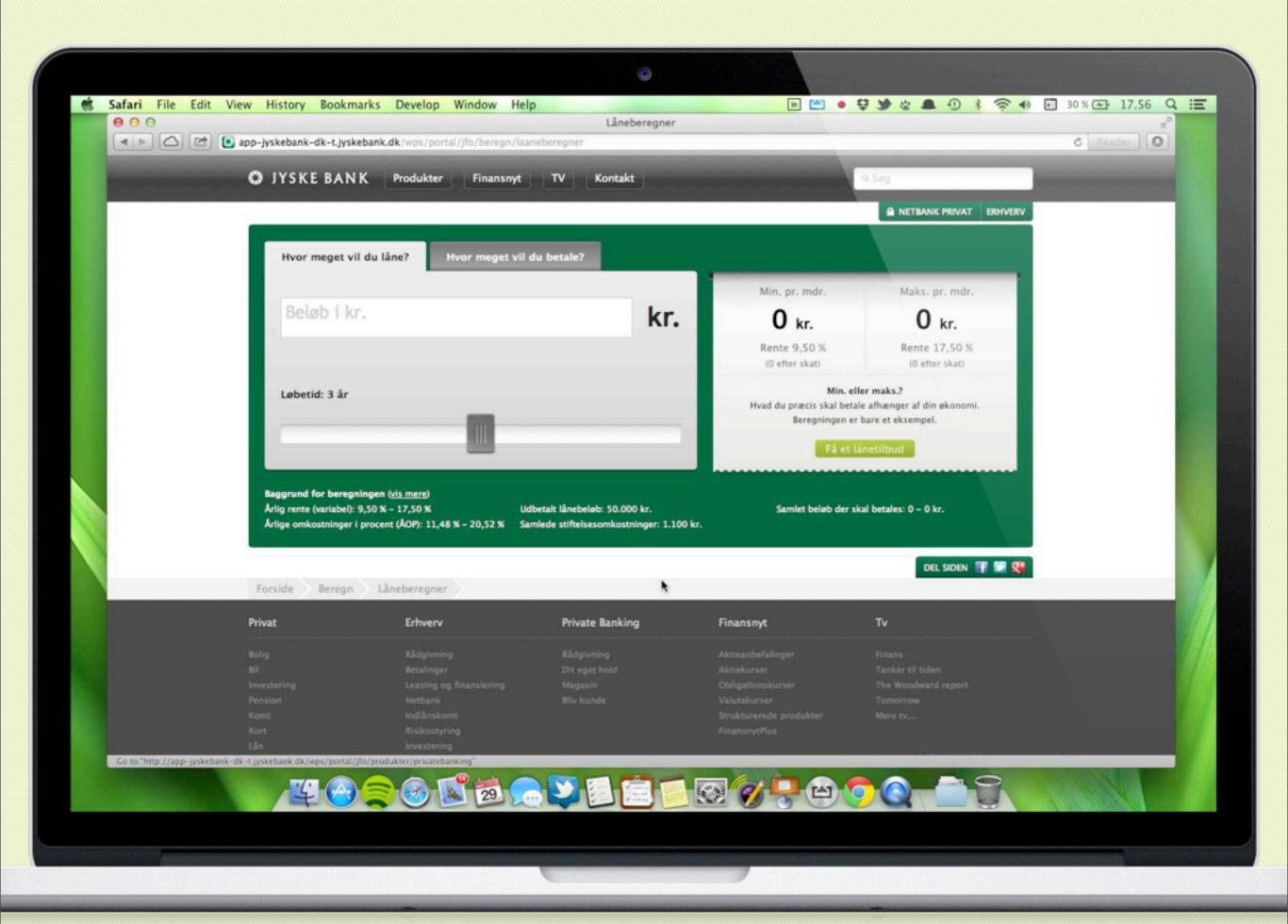




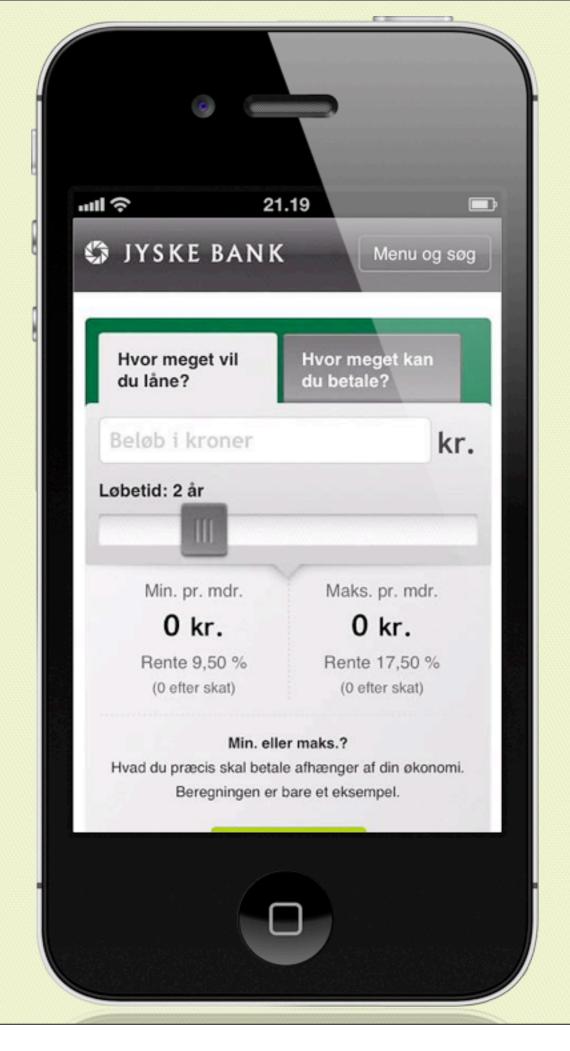






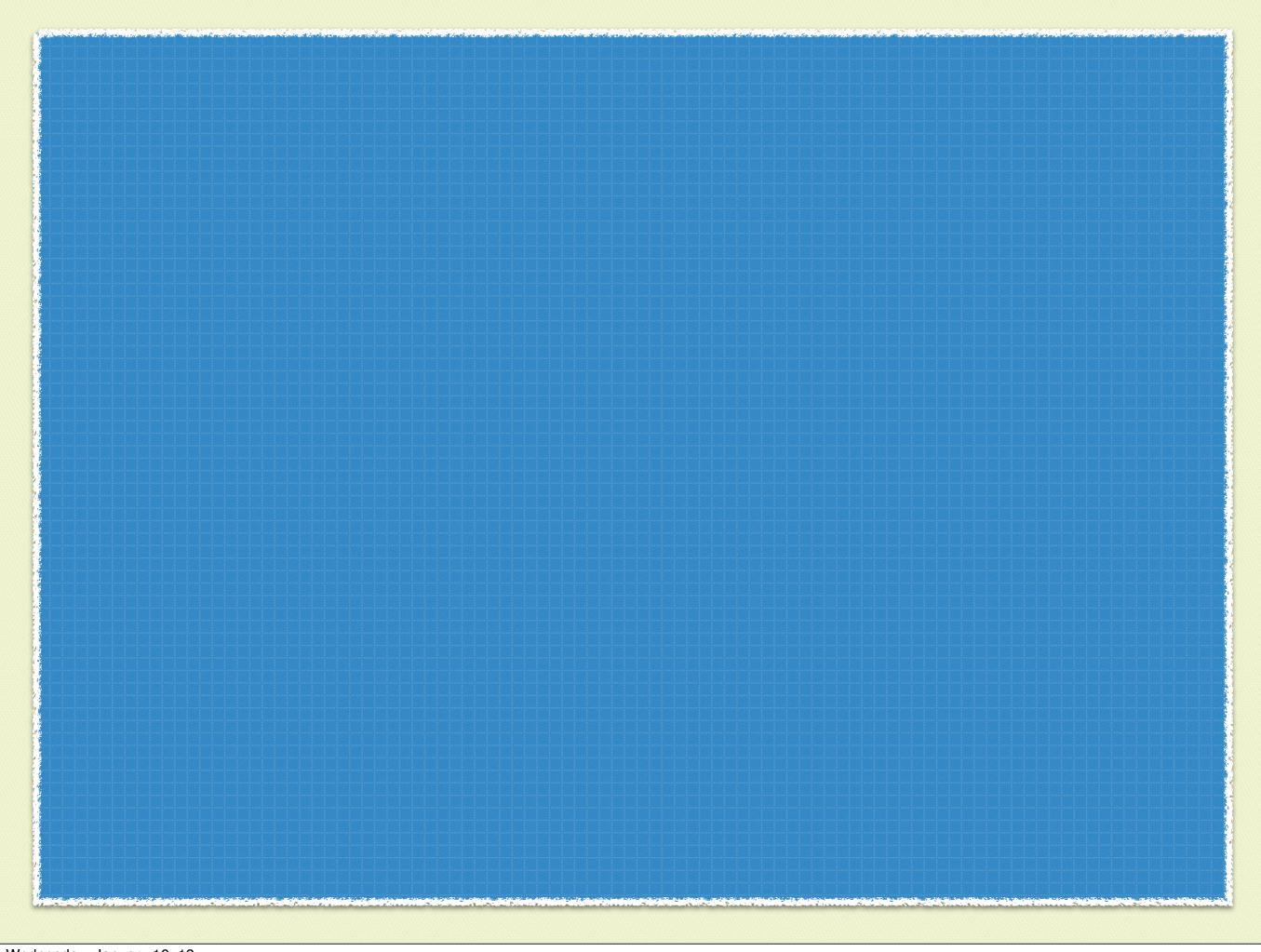




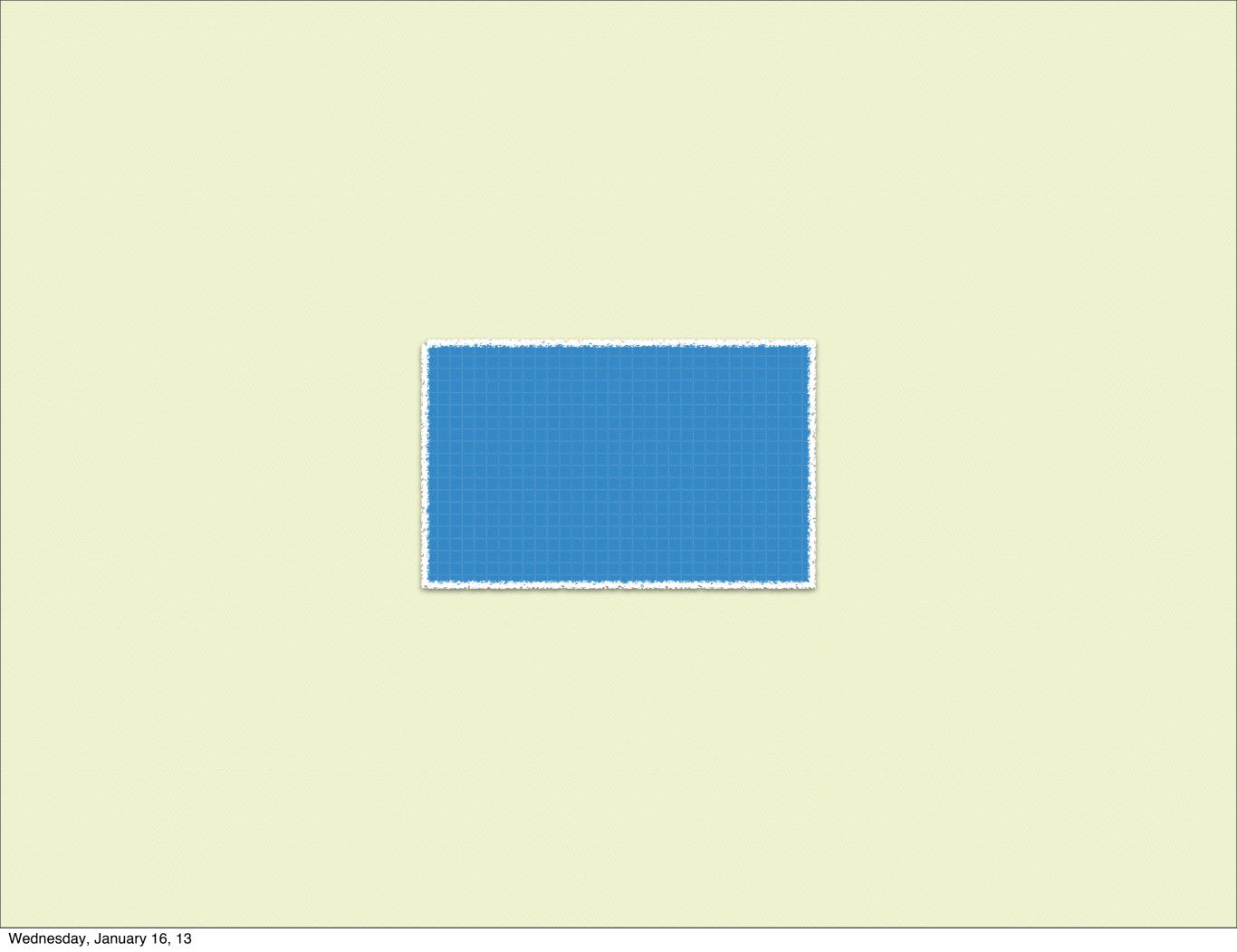


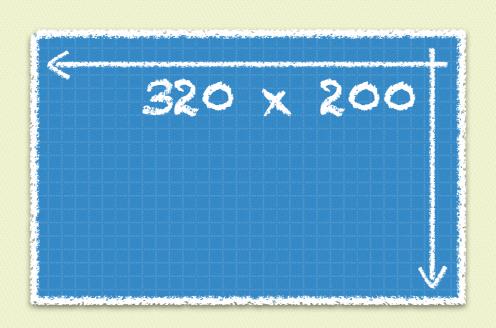






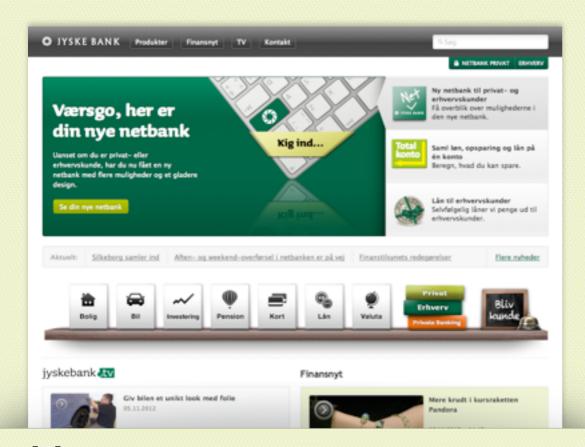




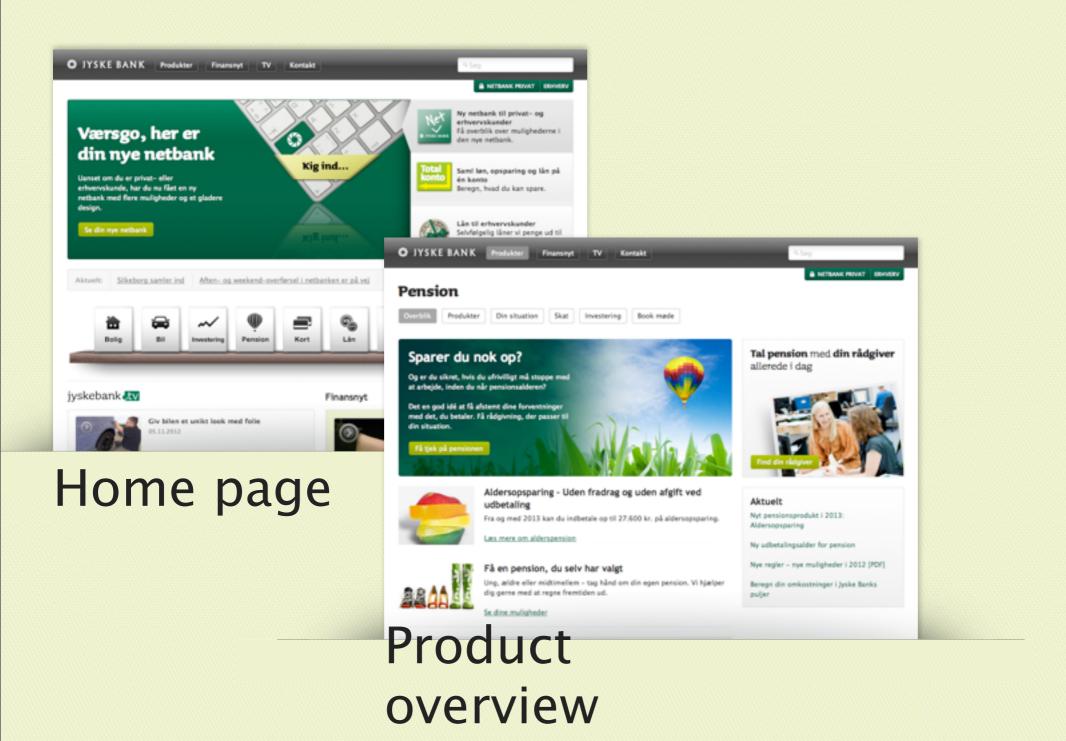


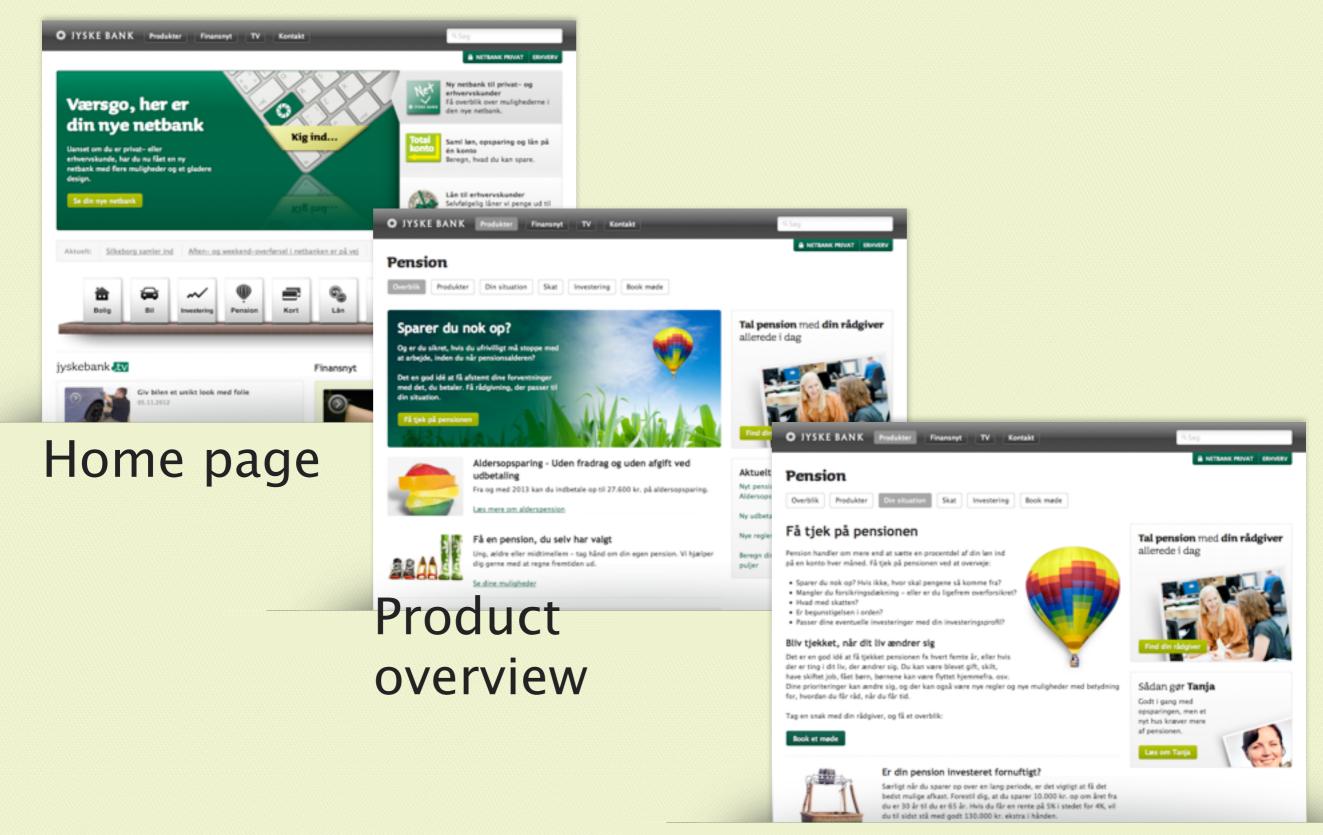




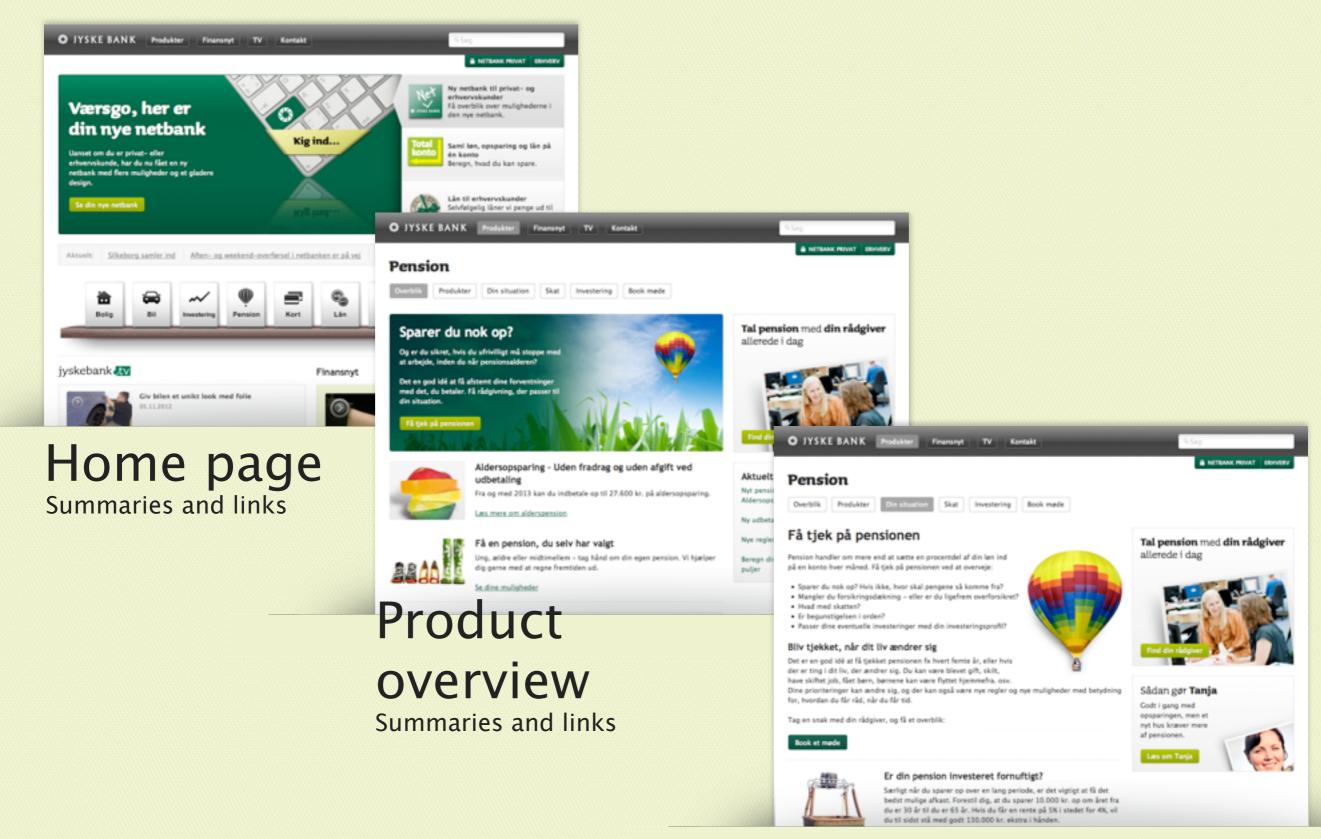


Home page

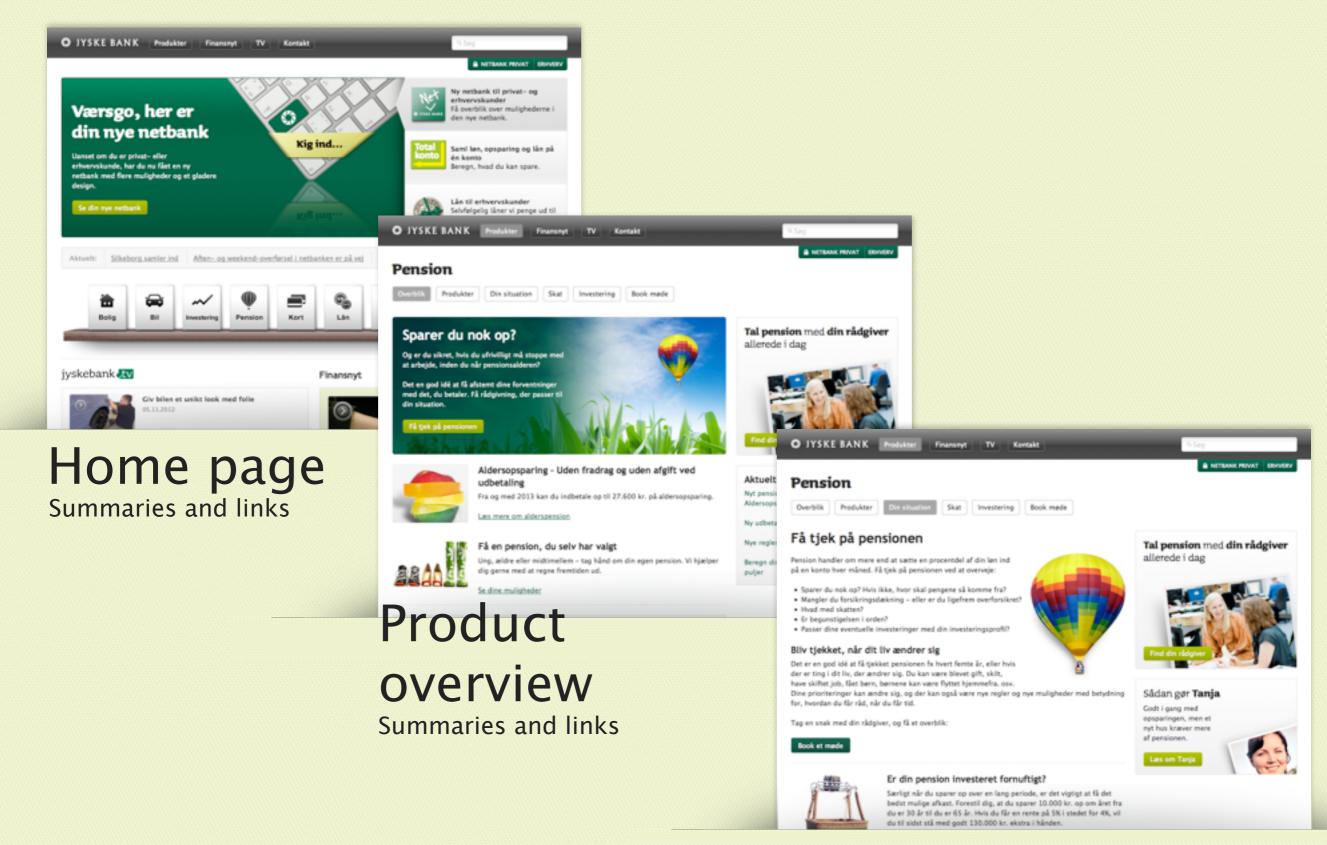




Product detials



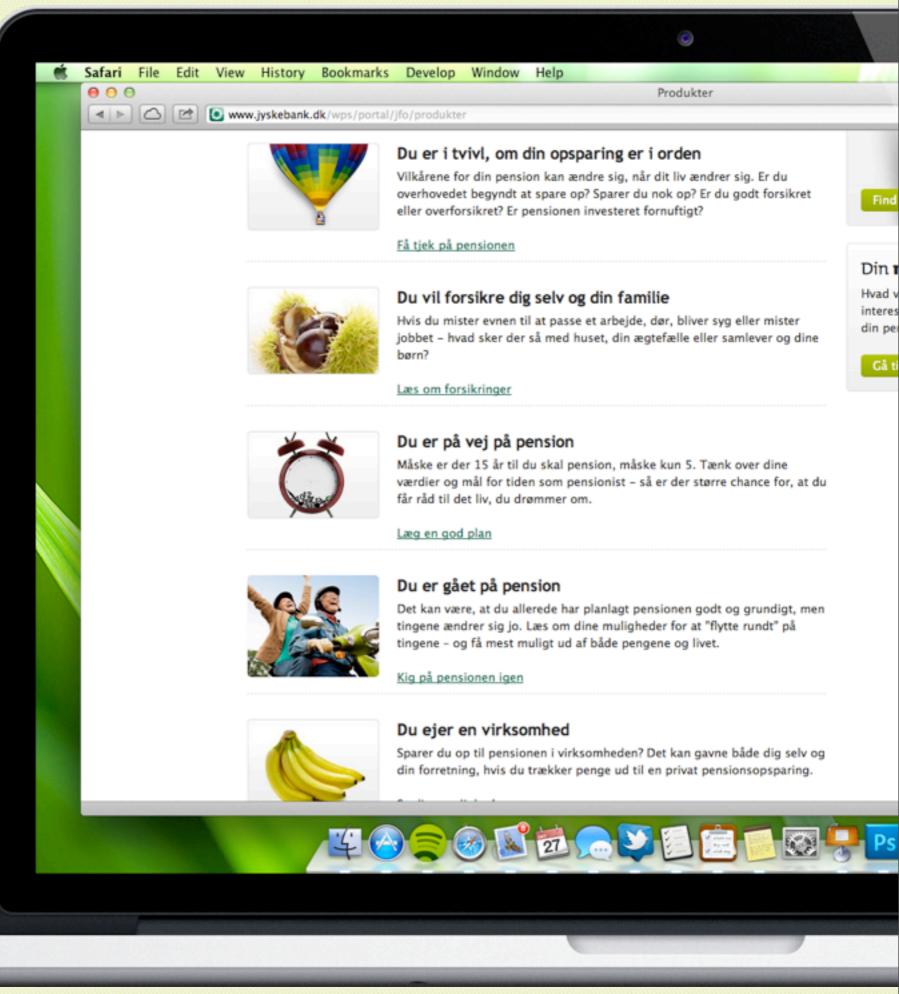
Product detials



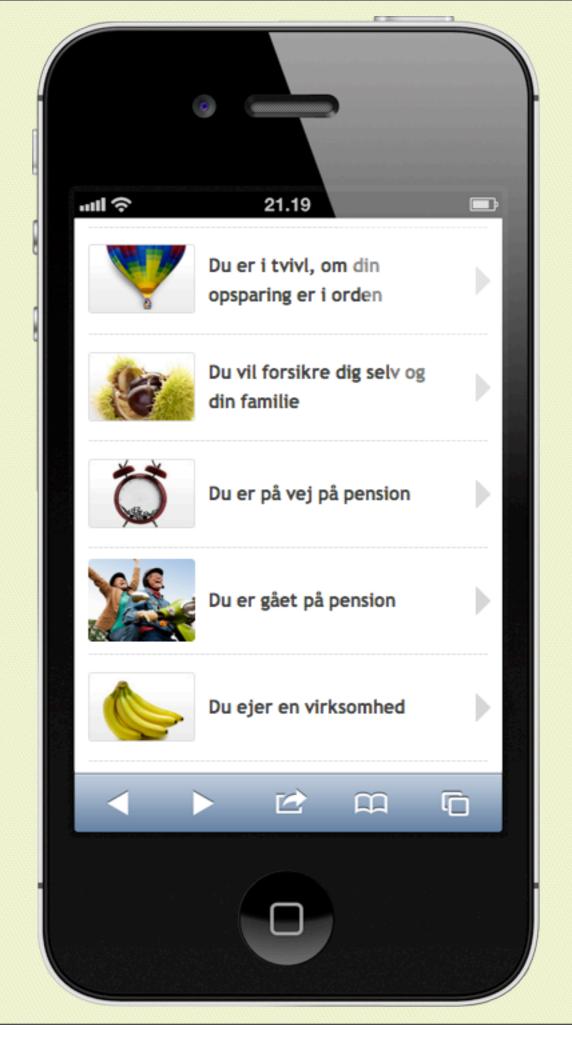
Product detials Actual content



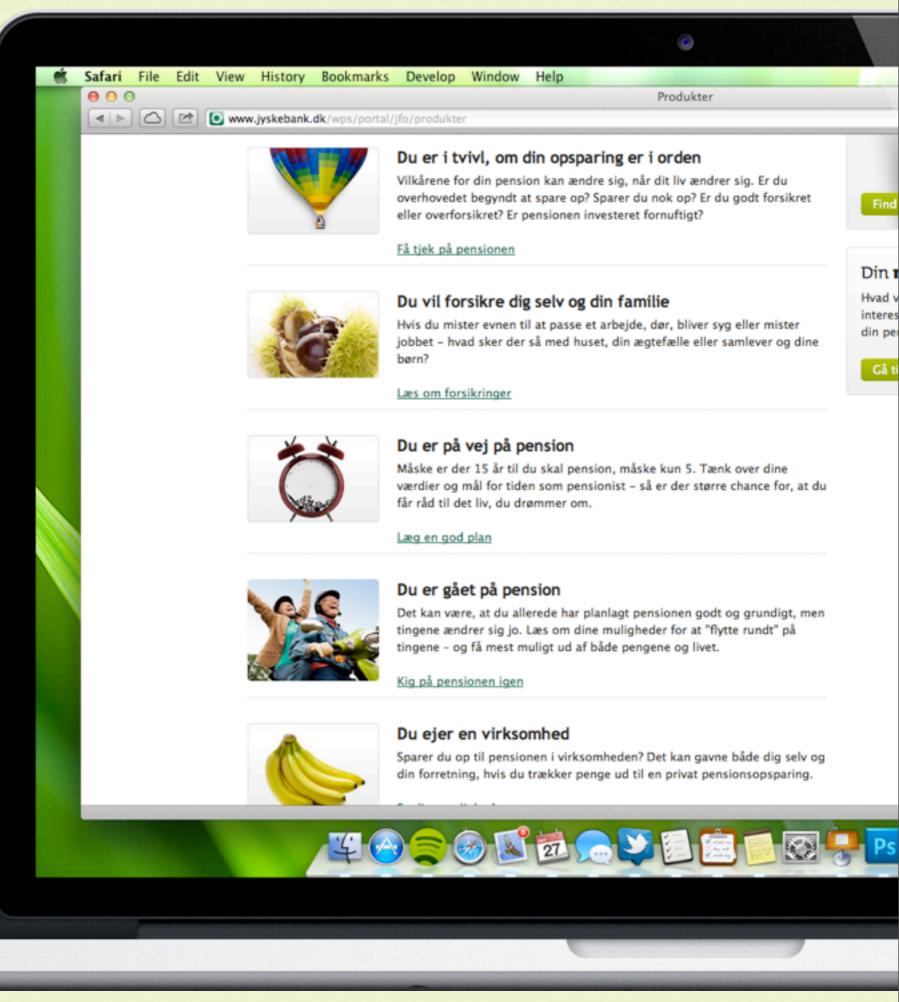




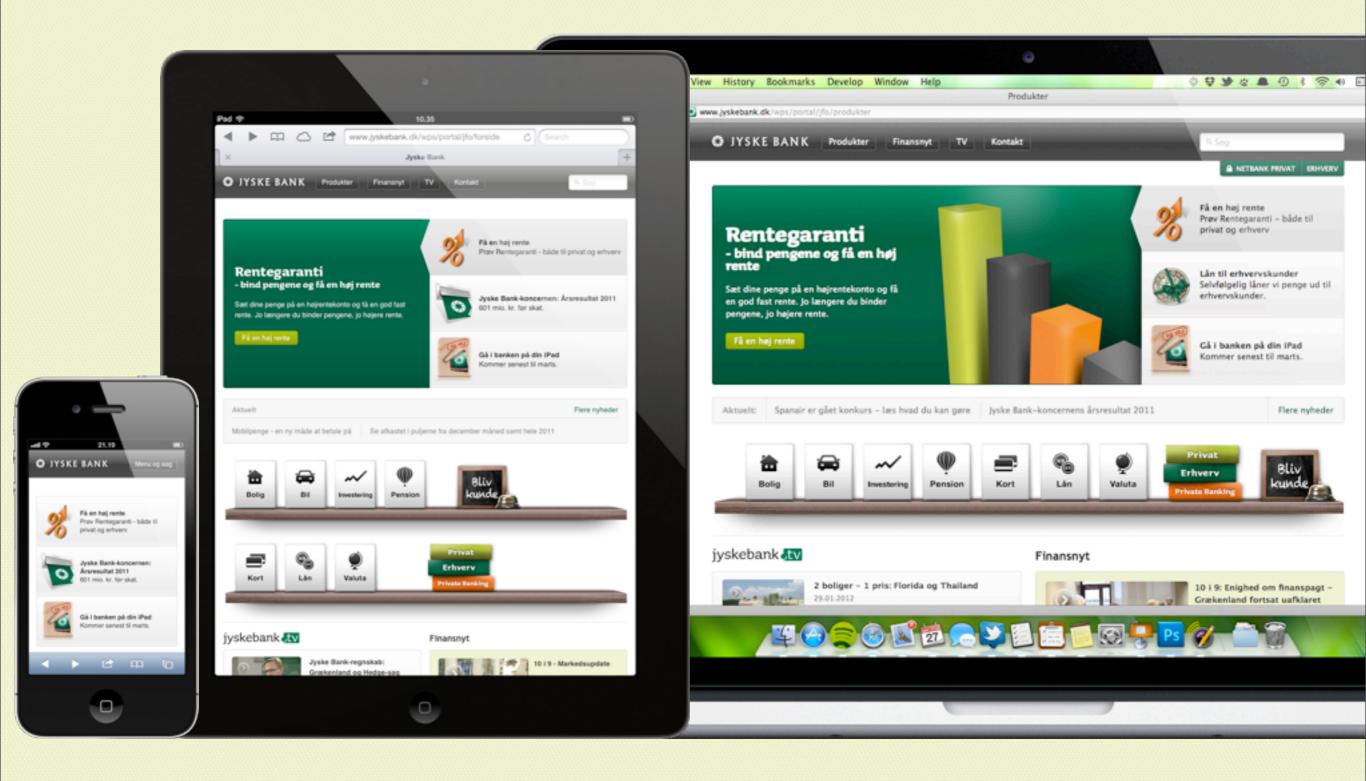




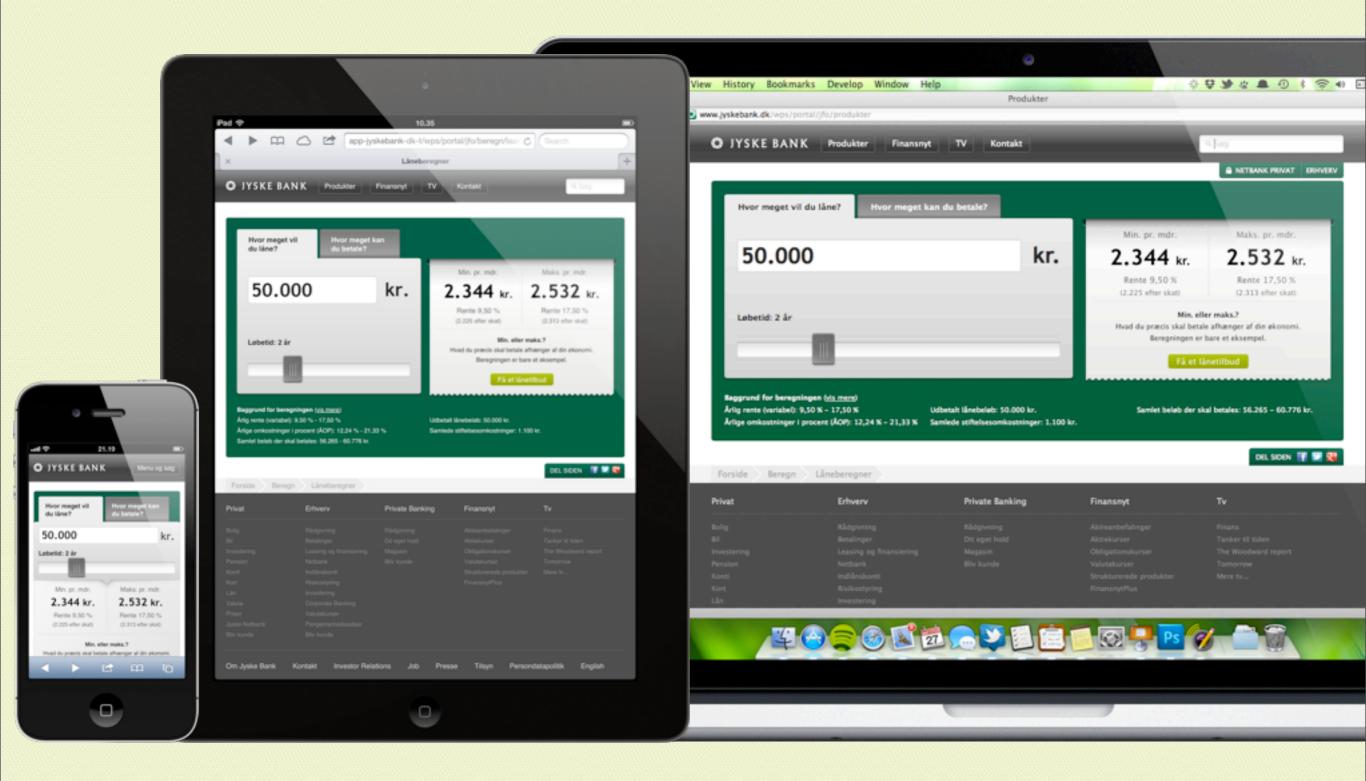














A really great mobile site that rocks on your desktop

Questions?

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