

Case Study

GOH DIRECT

About G. K. Goh

G. K. Goh Holdings Limited is a leading Asian financial services group headquartered in Singapore. Founded in 1979 by their Chairman, Mr Goh Geok Khim, the Group has established a highly successful equities franchise. Over time, they have expanded into areas such as provision of investment services to high net worth investors, online trading, futures and foreign exchange trading as to widen their range and depth of services,

G. K. Goh has offices in Hong Kong, Malaysia, Indonesia, the Philippines and London, and is able

to provide investment-dealing services in all major Asian markets and Australia. G. K. Goh publishes a wide variety of periodicals and products covering topics like fundamental analysis of listed companies and their sectors, macroeconomics analysis and even investment strategies. Their high quality reports have been favorably received both domestically and internationally. Over the years, their research products have consistently been ranked amongst the top 5 in either overall or specialty research by various publications like Euromoney, Asiamoney and Institutional Investor.

The e-Business Challenges

The financial industry is in a flux of change. The pervasiveness of e-business in every aspect of the economy creates a paradigm shift in business models of financial institutions. At the same time, de-regulation of the financial industry has brought about increased competitive pressure and as well as opportunities to stockbrokers in the region. There is an urgent need for financial institutions to improve their service quality to retain customers in an increasingly competitive landscape. G. K. Goh, like most financial institutions, is swept into this whirlpool of change.

Apart from the change in the financial industry landscape, many organizations are struggling with a complex web of inter-connected legacy systems. At the same time they are required to add new functionalities (often involving the introduction of bought in packages), with an increasing demand for customer orientation, e-commerce services and other IT based service benefits valued by CEOs.

At G. K. Goh, corporate executives see information technology as a strategic tool to leverage on to service their clients. They have made significant investments in IT to drive its business. It has not only set a vision for how IT will help drive and support its business, it has also defined an e-business vision as an integral part of its corporate strategy.

Like many early pioneers who ventured into the Internet, the existing G. K. Goh website capitalizes on the Internet as a new medium for the delivery of information but does not adequately address G.K. Goh's e-business vision. The website is currently more of a web-based trading system and is not very interactive. What they required was an account-based web site for the public. Moreover, they were

looking at providing a single sign-on facility to their members, instead of the user having to log on several times to access the different systems.

It was possible to build the entire website from scratch, but that would not have been a viable solution, both in terms of costs as well as a lack of necessary skills. G.K. Goh was looking for a solution that could be rolled out with minimal risk, as time is a constraint. G. K. Goh decided to invest in a portal as an important component to increase its presence and position itself as an Asean financial services company. It needed a portal framework that is stable, scalable, interactive, along with the ability to integrate with G. K. Goh's many third party applications like Reuters news feed, on-line trading system, extensive published research reports. Of greater importance to G. K. Goh is a high return of investment (ROI), which means quick time-to-market, low risk implementation and stable infrastructure. For long-term flexibility of e-business systems, an effective e-business architecture definition and implementation is essential.

Many organizations already possess such a blueprint and many more will have plans for a significantly improved implementation. Such architectures normally involve a variety of applications, databases, middleware, components including mainframes, mid range and other server systems, PCs, and a communications network. This infrastructure is vital to the proper development of further e-business services. Effectively implemented, it has a value of its own because it enables the rapid introduction of new business-oriented products and services. Without this infrastructure, there will be delays and almost inevitably greater overall cost incurred.

The elipva Solution

elipva portal application framework (epaf, formerly known as starfire portal application framework) is the underlying "sticky glue" that helps organizations tie up their disparate enterprise back office, providing the impetus for one-to-one commerce, leveraging on an OPEN architecture and building on top of proven J2EE application server.

epaf is a suite of server-side Java components that can help enterprises quickly assemble their backend, to build any e-business portal on any devices, anytime, anywhere.

The elipva portal application platform provides the essential elements to build and deploy a reliable, personalized, customer-driven web site. Apart from this, it takes online business a step further, allowing you to streamline your site with the strategies and

practices of every group in your organization. The result is a unified approach to customer management, back office integration and multiple channel delivery, which in turn builds customer loyalty, streamline processes to improve efficiency and increases return on investment.

Mr. Lawrence Tan, Executive Director of GohDirect, said: "Customers are of paramount importance to G. K. Goh. We want to build a new portal to increase our service level to our customers. The portal will provide a virtual interaction platform for like-minded investors and traders to seek views and share experiences. The portal would also provide a secure framework for customers to consult our experienced dealers on equity transactions. To meet our portal objectives, we used the elipva portal application framework and elipva community software."



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Mr. Lawrence Tan,  
Executive Director of GohDirect

About elipva

elipva, a joint-venture and subsidiary of Singapore Technologies Telemedia, is a leading global integrated, intelligent and open standards based e-business portal software solution company that simplifies e-business innovation, implementation, management and evolution.

Through its strategic partners, elipva also offers end-to-end business consulting, systems integration services in design, development and deployment.

For more information, please visit [www.elipva.com](http://www.elipva.com) or email: [info@elipva.com](mailto:info@elipva.com)

Enables the rapid introduction of new business-oriented products & services