

# Becoming a Digital Leader in the Financial Industry

Moneta Money Bank's modern approach to banking and a seamless digital experience.

## Summary

When Moneta Money Bank began using Liferay in 2015, they were already well positioned within the Czech market. As the organisation continued to expand, their vision began to change - they wanted to be considered as a digital leader in the financial sector. In 2018 Moneta started migrating to Liferay DXP and since then have been able to provide their customers with a modern approach to banking and a seamless digital experience.

[moneta.cz](http://moneta.cz)

## In Brief

### INDUSTRY:

Banking/Finance

### COUNTRY/REGION:

Czech Republic

### USE CASE:

Public website, Partner portal, Integration platform

### KEY FEATURES:

CMS, DMS, Forms, Enterprise Search, Personalisation, User Management

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**We were in a need of new web that would meet the flexibility, speed and business requirements of today. Decision to migrate to Liferay DXP proved to be the right way.**

Sandra Šubertová, Digital Product Owner, Products & Marketing

## Challenges

- Meeting customer demands for modern banking solutions
- Providing a seamless and stable site with 24/7 accessibility
- Increasing website functionality for growing number of concurrent users
- Ability to make changes and updates to their site in an agile and efficient way

## Results

### MORE USERS

Organic traffic to the site increased by 113%. Great number of new mobile site users

### STABILITY

Improved availability and stability of site by introducing cluster-based solution. Web page can handle four times as many concurrent users as before

### GROWING SALES

Continuously increasing number of sales leads and opportunities from the website

### SEO

Improved search engine position on Google and Seznam

# The focus: Customer Experience

Moneta Money Bank is a leading and innovative Czech bank headquartered in Prague, that employ over 3,000 people. As a well established contender in retail finance, with a favourable position in the Czech banking market, Moneta have more than 200 branches and 650 ATMs across the country.

Moneta pride themselves in their ability to provide high standard traditional banking services while also offering customers modern financial technologies including internet and mobile banking. They place their customers at the heart of their organisation and base business decisions on their customers' needs and values.

## Striving to be a leader

The company's vision is to be recognised as a digital banking leader in the Czech Republic. Using Liferay DXP, they have adopted a digital strategy focused around three main pillars including Agility, Cloud and Automation. By having this IT strategy in place, Moneta believe they can provide faster and better resources to their customers.

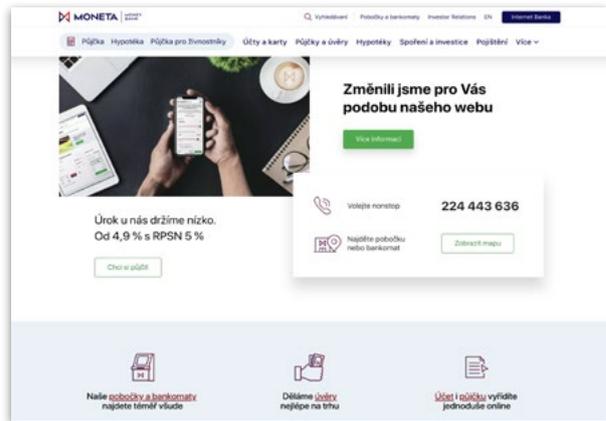
Due to the company's emphasis on the importance of digital transformation and agility, testimonials have named Moneta as the most progressive bank in the Czech market. The Moneta team enjoy the dynamic and fast-paced environment of their office, where they embrace change and welcome the challenge of constantly looking for new ways to better serve their customers.

## A fresh approach

In 2015 Moneta decided to replace their archaic portal solution with Liferay 6.2. The company grew rapidly and by 2018 they had more than one million customers with new expectations and demands. Moneta's primary objective was building a single go-to-point, where clients could access all of the information they required from any platform, at any time with simplicity. They knew If they wanted to achieve their goal of being

considered a leader in digital banking it was time to rethink their IT strategy once again.

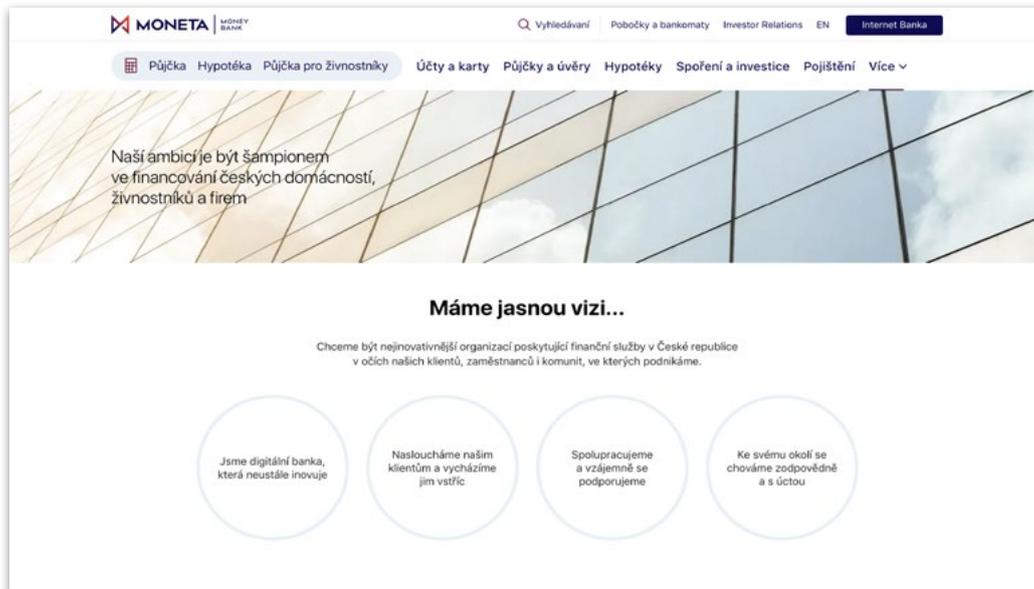
After already having had a positive experience working with the Liferay development team, Moneta knew Liferay were the right choice to take their IT strategy to the next level. By migrating to Liferay DXP, Moneta could offer their customers a greatly improved digital experience. Their new user-friendly site built on Liferay DXP is far more responsive and is available on all digital touch-points including desktop, mobile and tablet.



Liferay DXP's impressive content management system means that Moneta can quickly edit information or create whole new pages in just minutes. The platform's integration capabilities also mean that Moneta can reuse existing content and with it's simple to use interface they can make necessary updates in real time to reflect their customer needs.

As their customer base continued to grow, Moneta's previous site started to show its limits. The website was no longer able to handle the increasing number of concurrent users. This directly impacted the company's business goals and KPIs connected to the performance and stability of the website. Moneta's new site built on Liferay DXP can handle over four times this previous quantity and have automatic failover to a disaster recovery cluster in case of technical difficulties, which ensures customers experience no disruption.

Moneta consider open source as an imperative part of their digital strategy because of its benefits related to cost, flexibility, security and access to



the open source community, which means better and faster design and architecture solutions. As an open source enterprise, Liferay are perfectly aligned with Moneta's IT business plan. Also, Liferay leverages the OSGi framework to provide a modular architecture for the development of applications and functionalities. This benefits Moneta as it means they can install, start, stop, update, and uninstall modules in a more efficient way.

Overall, the change to Liferay DXP has resulted in a modern, safe and complete solution with personalisation, data analysis and content management, all in one place. With the new web Moneta is able to accomplish their targets of increasing the online business performance.

The new web is up to 33% faster and technically up-to-date. The new platform served as an enabler for a 13% initial organic traffic growth and a further twofold growth of organic visits to the website within a year from publishing. The new web also provides a better overall user experience, especially on mobile devices. This results in increased number of business opportunities and sales leads originated from the website.

Finally, by the implementation of the new platform, Moneta also improved the stability and availability of the website. This helps to provide a superior banking experience to their customers and securing its position as a digital leader in the financial sector. For more information, contact [sales@liferay.com](mailto:sales@liferay.com).