

# Banco de España

Financial Services

## Customer Overview

Banco de España is the central bank of Spain and belongs to the European System of Central Banks. While the introduction of the single currency and the setting up of the Eurosystem have led to a redefinition of some of Banco de España's functions, the institution continues to perform the tasks assigned to it under the Law of Autonomy as the National Central Bank.

## The Challenge

Banco de España's new intranet corporate portal went into operation in December, 2003, providing a simpler, more intuitive solution to meet the information sharing needs of over 3000 users. Information had previously been shared using the file systems of the various environments in place.

Each department had been responsible for creating and updating the information it generated, creating its own webpage on the bank's intranet, posting the content for which it was responsible and assigning access to this information.

One of the biggest challenges in restructuring the intranet was to create a system in which content would be organized by subject rather than department. To meet this challenge, the right tool had to be found. The bank needed to create a uniform design for the portal and navigation structure, as well as integrating the various Web initiatives into a single platform. Information can be published in different sections, so a tool that would enable users to view the same content from different sections needed to be provided. This would prevent duplication of content and facilitate management of a single version.

When it came to choosing the right platform, it was also important to allow for different levels of access to information so users can view only the information they are authorized to see, whether from the portal or the content manager. This meant putting in place a platform for content and portal management with an efficient, responsive system for handling access permissions and tools for managing approval flows and information publication.

Before the new intranet was set up, there were two environments users could access according to their authorization level —one public and the other restricted. The aim was to integrate the two environments into one single portal with personalization of content and access based on each user's profile.

Finally, those behind the initiative wanted to improve the user experience to construct an intranet created by and for users: a well-designed system that would encourage use as well as provide useful content for each user. The interface had to be personalized so that each user would have access to information, applications and services in which he or she needed to carry out day-to-day tasks.

## The Solution

When Banco de España began to analyze tools that might enable it to achieve the identified aims, the need to integrate content management and portal management became immediately apparent.

Following an in-depth analysis of the different tools on the market, Banco de España opted for Vignette Content Management and Vignette Portal platforms.

A functional analysis led to content restructuring according to subject. The employee responsible for any given content now decides who can see it and where it is published. A similar navigation structure was also designed for all portals and information access was personalized according to each user's profile. This enabled users to view public and restricted content without switching from one environment to another.

Vignette's abilities to provide for generating, structuring, organizing and establishing workflows, and to generate and approve content were fundamental when it came to implementing the change.

## The Results

"bdenred", as Banco de España's intranet is known, has turned out to be a great success. Based on the guidelines established by the management group responsible for the project, and thanks to the Vignette tools, it was possible to create an intranet organized by subject with one single brand image—"bdenred"—and a uniform design and navigation structure. The intranet is also free from duplicated content, is scalable and personalized.

“We have managed to drastically reduce the technical work involved in creating a new portal. It now takes only a few hours. Achieving this goal was possible thanks to the reuse of components and modules that the Vignette platform allows for and the ease-of-use and flexibility of the system used to manage permissions for accessing information.”

–Carlos Sainz, Head of Banco de España’s  
New Technologies Division

“bdenred” currently encompasses a corporate portal, nine departmental portals and one used for layout testing with two more portals now in the planning stage. Portal management contributed to establishing a single brand image, as well as making it easier to make changes to portals and control access. In fact, the image used on the homepage can now be changed in just 15 minutes. This new intranet has also resulted in greater reuse of components, thus reducing the time spent developing and putting new functionalities into operation.

Content was classified by subject, making it easier to search for information. Duplication of content was also avoided. Now the portals, sections or subsections to be viewed are set up when the information is published, and when content is published or updated, it is automatically published or updated in all assigned locations. All of these features help to free up space in storage systems. Thanks to the assignment of access permissions, portal personalisation has facilitated integration of the two intranet environments (public and restricted). Each user is now presented with all the information he or she is authorized to access, regardless of whether the content is public or restricted.

The development of small Web applications on “bdenred” helped to increase intranet use. The Human Resources Department publishes a number of forms, speeding up processes and reducing phone calls. Other applications, such as the one used to book meeting rooms, enable users to manage services for themselves, as well as saving time for those who used to handle such processes. Thanks to the personalization functions offered by the Vignette solution (based on a modular system), Banco de España has been able to create an intranet with a certain degree of personalization. Each user has access to an interface designed to respond to his or her individual needs. The result is a better experience for users, who can now perform their everyday tasks more quickly.

## About Vignette

Vignette provides software and services that deliver the Web’s most dynamic user experiences. The Vignette Web Experience brings rich media and engaging content to life for the world’s greatest brands. Vignette is headquartered in Austin, Texas with operations worldwide. Visit [www.vignette.com](http://www.vignette.com).