

Case Study

The SAB Website Quickly Guides Users to Development Funds



At a glance

Company

Sächsische Aufbaubank
– Förderbank – (SAB)
www.sab.sachsen.de

Industry

Finance

Key figures

1,200 employees, approx.
50,000 applications (in 2021)

USU solution

USU Digital Consulting based
on Liferay DXP

Challenge

SAB provides development funds in the form of grants and credit as well as bonds across different sectors (e.g. home development, training, environment). In this kind of environment the requirements change regularly, meaning that the website is also subject to continuous change. With the ageing and inflexible layout of the old website, changing the content and layout was difficult. This meant that user guidance and the website needed to be migrated onto a flexible, modern and future-proofed platform.

Solution

The new website was implemented on the Liferay Digital Experience Platform (DXP). Content editors can quickly and easily make changes in the system. Quality is ensured using the four-eye principle. New features and content can easily be expanded by SAB employees. The old development portal was seamlessly integrated into the new platform.

Result

With optimized and user-centric navigation and the design overview, users can find the correct development program much quicker. The editorial team works efficiently and flexibly with the expanded modular system as well as being able to create and edit high-quality pages themselves. Thanks to the complete integration of the development portal on the website, a seamless customer experience is assured.

Headquarters of SAB in Leipzig
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Förderbank – (SAB)



“ The new website based on Liferay DXP gives us a solid basis and the flexibility we need for future requirements. The optimized user guidance and the integrated development portal offer our customers a modernized contact point online.

Robert Hagedorn – SAB website project manager

The Sächsische Aufbaubank – Förderbank –, SAB for short, is a leading partner in Saxony when it comes to public development funds. SAB is the central development institute of the free state of Saxony and supports the state as a public agency to fulfil its public services.

SAB offers suitable development programs to various target groups: Private individuals, organizations, groups, companies, research bodies or municipalities. Development funds are given by the state of Saxony for building homes, economic plans, infrastructure and communal, training and social, environmental and agriculture developments. These are promoted by SAB primarily through grants, credit and bonds.

Starting point

With such a large target group at SAB and its correspondingly large offering, the challenge lies in making sure you connect in the best way with those applying so that they can find the perfect development program.

The central point for this is the website which contains all the relevant information. But how do you prepare this information so that it's easy to find? SAB's original solution was a development plan module, however, it didn't always deliver optimal results.

Another challenge comes from the editorial team and how they make changes in the CMS. At the beginning of the project, changes were cumbersome since every one needed to go through a long publication process until they were updated. Scheduled changes, which occur often with the development program weren't possible. This led to extra workload for employees. Flexible changes and expansions to the website always require support from an external agency.

More usability and flexibility for all

The above-mentioned problems were planned to be solved as part of this project. On one hand, usability needed to be improved, allowing quicker access to the correct development plan. On the other hand, the CMS needed to be replaced with a flexible and future-proof platform. SAB decided to use Liferay DXP which was thoroughly tested as part of a proof of concept (POC).

Alongside having information available on the website, SAB also offers a development portal. This is where applicants can register, apply for development funds and manage their plan. This is done separately and requires a login. To make it easier for users to combine searches and management, the current development portal needed to be integrated into the website as part of the project.



User interface of the SAB website © Sächsische Aufbaubank – Förderbank – (SAB)

Analysis, evaluation and implementation

The project started with a UX process which had the aim of directing users more quickly to the correct development program. By using analysis workshops and user studies the IT architecture was developed and restructured. Based on these results, a prototype for the new interface was developed and checked in close collaboration with the customer. The results were rechecked and improved as part of a usability study with actual users. The UX and UI concepts based upon this were then approved.

New future-proof platform based on Liferay DXP

As part of the project, a future-proof architecture was drafted. Based on Liferay DXP, this integrated the original development portal seamlessly into the website. So that it did, in fact, work seamlessly, user logins were stored in a central IDM (KeyCloak).

In the context of technical implementation, as part of an agile project, the different page modules (fragments, header, footer, navigation) were then developed and optimized. It was implemented on the basis of the integrated Liferay DXP content management system (CMS) and document management system (DMS). The website's display was then checked for both mobile and desktop devices.

The content was taken from the old system before being checked, edited and finally migrated. When it came to the development programs, it was considered important that the information was easy to read and understandable, e.g. by having it clearly structured. Once the SAB editorial team had been trained on the new system, they were then able to maintain the content directly themselves.

Excellent user experiences for customers and employees

At the end of the project multiple goals were hit: Users could use the SAB website much more easily. Development programs could be found faster and the users had an overview of whether the program they found was suitable to them and what requirements they needed to apply. By integrating the development portal into the interface, there's now a central focal point which improves user comfort and generates more touch points.

The editors also benefit from the new platform. With the features included in Liferay DXP, changes can be made quickly and editors can flexibly react to any changes that are needed. With the system's large range of options, complex requests can also be implemented easily.

As a platform, Liferay DXP also offers other possibilities to personalize offers to customers and provide them with additional services as part of the development programs. This creates a solid basis on which more expansions will be possible years to come.



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