

The brokerage of values



A brokerage of values increases the performance of Web Broker with Dimension Data's service

The webfeel monitors the web environment and verifies the integrity of the contents made available to the users.



Industry

Brokerage of Values

Region

Americas - Brazil

Challenge

Ensure that all the transactions on the website of the broker are concluded successfully.

Solution

Webfeel

Benefits

- ▲ Anticipate facts and speed up the decision-making of the web business
- ▲ The service makes available a series of reports which help the management of the web business.
- ▲ Webfeel allows the follow-up of incidents which may occur in the applications / web pages, and shows indicators of performance and availability.

Executivo Summary

The brokerage was the first stockbroker to create a Home Broker system - which allows the dispatch of purchase requisitions and sale of shares by means of the website of the company - for negotiating shares on the São Paulo Stock Exchange (Bovespa).

In order to maintain the quality of the services offered and ensure that its investors perform their operations successfully, in 2007 Socopa invested more than R\$ 2.5 million in technological products and services.

Together with the investments of the broker, there is the Dimension Data solution - world leader in the supply and management of services and solutions for IT infrastructures -, the webfeel, a web monitoring service which ensures and improves the quality of the web applications, based on components such as monitoring, performance, inventory count, services of research and consultancy.

Client Overview

The Broker started its activities in 1967, being recognized for its experience and pioneering spirit in the stockbroker market. In July 1997 it launched Online Broker, the first site of online investments in stock exchanges in Brazil. The Online Broker operates through the Home Broker system, an automated routing system of requisitions, fully electronic and without any manual intervention. IT is a member broker and clearing agent of the BOVESPA- São Paulo Stock Exchange, BM&F – Stock Exchange of Goods and Futures and SOMA.

The Challenge

Ensure that all the transactions on the website of the broker are concluded successfully, monitoring the information of the website, verifying the integrity of the contents, the loading time, and the transfer rate of the elements of the page (quantity of kb/sec), etc.

The broker was thinking of internally developing the same service as that rendered by Dimension Data, but ended up opting to outsource. For the IT manager from the brokerage, by delegating the service, the company can concentrate on the activities involved in its true core-business, he says adding that “the webfeel presented a totally attractive cost-benefit relationship to meet our requirements”.

Solution Supplied

A solução da Dimension Data - líder mundial no fornecimento e gerenciamento de serviços e soluções para infra-estruturas de TI -, encontrada para a Socopa é o *webfeel*, um portfólio de serviços que mede e monitora a disponibilidade e a performance das aplicações web e oferece serviços de pesquisa para posicionamento do e-business perante concorrentes.

The solution from Dimension Data - the world leader in the supply and management of infrastructure of IT solutions and services - found from the brokerage was the webfeel, a web monitoring service which ensures and improves the quality of the web applications, based on components such as monitoring, performance, inventory count, services of research and consultancy.

The Benefits

According to the brokerage's IT manager, there is an increasing data for the services involving the Home Broker, “so, the integrity and speed of the website reflect directly on the performance of our services”, indicates him, stressing that “in the share investment market, an incorrect item of information or the unavailability of a service at a determined moment, can represent financial losses for the investor, and consequently the loss of the customer for the broker. The use of the webfeel has been fundamental to act proactively, avoiding these problems”.

The Dimension Data service offers the brokers the possibility of monitoring externally how the websites of its customers are accessed, thereby allowing the user experience when using the broker portal to be understood and measured. With the webfeel it is possible to ensure not only the performance, but also the availability of the site.

He points out other advantages as well as these. “The service makes available a series of reports which help the management of the web business. From this information, we know if the web environment is as per the standard established by the Bovespa”.

Dimension Data organizes the results of the monitoring in customer-defined reports. This data is the basis for proposing accurate interventions to adjust the performance of the web business to expectations, and thus increase profitability.

Besides periodic reports, one of the resources made available to customers is the webfeel Portal -also a means of inquiring about the information generated by the webfeel. The portal allows the follow-up of incidents which may occur in the applications / web pages, and shows indicators of performance and availability, by means of a graphic console, always available, “in this way, we can anticipate facts and speed up the decision-making of the web business”, concludes him.