

## The brokerage of values



### A brokerage invests in a Dimension Data's solution to monitor the Home Broker

The webfeel ensures performance and the availability of the system of buying and selling shares.

#### Industry

Brokerage

#### Region

Americas - Brazil

#### Challenge

To improve the services provided in their system of Home Broker

#### Solution

Webfeel

#### Benefits

- ▲ The service gives brokers the ability to know the experience of its user, tracking externally access to the website
- ▲ Website is able to anticipate failures, the unavailability and the slowness of operations, acting pro-actively in the resolution of these errors.

#### Executive Summary

In 2007, according to the Bovespa, operations via Home Broker, systems that allow the purchase and sale of shares through the website of brokerage firms of values, showed an expressive growth. The average monthly number of investors increased 153.50% on the previous year, moving a total of R\$ 15.6 billion. A Brazilian Bank that operates with portfolio investment and commercial credit, contributed to this scenario, showing excellent results of business, with the help of advanced technological resources and operational support from a team of qualified professionals.

#### The Challenge

To improve the services provided in their system of Home Broker, the bank's brokerage contracted the webfeel, web tracking service of Dimension Data - world leader in the provision and management of services and solutions to the IT infrastructure - which serves, manage, ensures and enhances the quality of the applications, based on components such as monitoring, performance, inventory, search services and consulting.

#### Solution Supplied

The Brokerage contracted the webfeel, the service's portfólio that provides the tracking and the collecting of data on accesses to web pages and on-line transactions, producing detailed reports of availability and performance, brought by Dimension Data, world leader in the provision and management of services and solutions to the IT infrastructure.

## Benefits

The service gives brokers the ability to know the experience of its user, tracking externally access to the website. Supported in advanced technologies, it is able to collect and play with precision all the variables to which a user is subjected when browsing the Internet, making possible the real knowledge of the behavior of the site, from the point of view of the customer.

Besides pointing failures and generate performance data, in the form of alerts via e-mail and periodic reports, the service offered by Dimension Data provides intelligence to the business through methodologies and processes that guide the resolution of the problems, pointing new ways to ensure greater satisfaction of the user web.

With the webfeel, the brokerage of value's website is able to anticipate failures, the unavailability and the slowness of operations, acting pro-actively in the resolution of these errors. According an employees from the broker, "any problem of access on the website, such as the slowness or the unavailability of links, can directly affect the performance of investments. The webfeel give us this information in order to take immediate steps without affecting our customers", he explains.

To get a broad overview of the performance of Home Broker, customers of Dimension Data have available the webfeel Portal, which allows to evaluate the performance and availability of applications, websites, and track incidents that will occur in applications / web, through a control panel (dashboard), which is available online and updated in real time.

According to the associate, the webfeel Portal is crucial to manage the performance of the brokerage "The portal provides an overview of the performance of the site in real time, with the regular reports, offered by Dimension Data, we can guarantee the quality of the Home Broker, extending the security offered to clients", finishes.