

# Case Study



## Integration & back-office automation of retail banking platform during merger

### Challenge

- Merge SBC/UBS retail platform
- Automate back-office procedures
- Reduce operational cost by 30%

### Solution

- 100% Model Driven Integration
- Reuse of existing IT components
- Transparent backend migration

### Benefits

- Rapid, codeless development
- High performance, low footprint
- Sustainable operational efficiency

**«With its modern Model Driven Integration approach E2E did the impossible: bringing the retail services of SBC and UBS together and automate all back-office procedures in record time.»**

### Werner Bruderer

*Managing Director  
Head of Marketing Technology  
UBS*

### Contact E2E

Basel +41 61 270 97 10  
Portland +1 503 781 4547  
Denver +1 303 881 9519

Email [info@E2EBridge.com](mailto:info@E2EBridge.com)  
Web [www.E2EBridge.com](http://www.E2EBridge.com)

UBS AG is one of the world's leading financial institutions. The group combines innovation and financial strength with a global culture that embraces change. A leading provider of wealth management services, UBS is also one of the largest global asset managers and ranks among the top houses for investment banking and securities. UBS leads the Swiss market for private and corporate banking and is headquartered in Zurich and Basel. With around 67,000 employees in 50 countries, it is represented in all of the world's key financial centers.

### Challenge

During the 1998 merger of the Swiss Bank Corporation with the Union Bank of Switzerland, which formed the UBS we know today, it was a key priority to integrate the heterogeneous IT landscapes of both banks, both functionally and from a customer data perspective, in less than 12 months. Parallel to this large scale IT project, the new UBS branch network needed a consulting and operational platform for its retail business which had to be capable of automating back-office procedures based on direct integration with the new, central banking solutions. The target was to reduce operational cost by 30%. The Swiss-wide roll-out of the core business services had to be guaranteed within 9 month, and the complete functionality within the following 15 months.

### Solution

Using its revolutionary 100% Model Driven Integration (MDI) approach, E2E implemented the consulting, sales and operational platforms for the branch network of UBS in record time and on budget, including the core customer business, mortgage, investment consulting and teller business. Today, the solution is available on 16'500 workstations in 230 branch offices and is used by 10'000 employees on a daily basis. Up to 7 million business transactions and 35 million backend requests are handled every day via the E2E Bridge, for further processing in the various backend systems of the bank. During peak times, the system regularly handles 3'500 concurrent users.

### Benefits

- Core business in 9 month, complete platform in 2 years
- Increased maintainability leads to sustainable operational efficiency
- Previously existing IT components fully reused, both software & hardware
- Improved communication between business and IT
- Significantly improved quality of implementation

