

Open Day – Deutsche Börse IT conference 2011

Make your life easier with the redesigned member section

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Agenda

- n Reasons for redesigning the Member Section
- n Visions and goals
- n Conclusions from the redesign
- n The redesign

Reasons for redesigning the Member Section

- § design is outdated and not contemporary
- § the navigation is not so efficiently structured and not intuitive
- § no possibility to expand the portal with new services and / or markets
- § complex structure of user rights including about 300 individual rights
- § customers complain about a lack of transparency, order and ease of use

Visions and goals

- § a modern and fresh design
- § improved user-friendliness
- § creating an intuitive and clear navigation structure
- § multimedia-based contents
- § organizing and simplifying the complex and multi-faceted communication between Deutsche Börse Group and its customers
- § simplifying the current user right structure
- § an expandable customer portal which satisfies the increasing demands of the Deutsche Börse Group
- § keeping and improving the most efficient , already existing services, which are favored by our customers

Conclusions from the redesign (1)

- § present a modern “look & feel” representative for the company and in line with the design of the public Deutsche Börse Group websites
- § the whole design is based on web 2.0 standards
- § optimised and more intuitive navigation
- § all content is visible for users prior to registration, so the potential users can decide whether they would benefit from an account and make themselves familiar with the provided services and functionalities.
- § scope of user rights has been decreased to ease complexity.
- § Non sensitive company data is accessible to the basic profile.

Conclusions from the redesign (2)

- § ensure scalability through seamless integration with additional markets and services within Deutsche Börse Group
- § integration of a CMS system (you@web) allowing us to adjust content faster and more effectively
- § full-text search
- § multi-level help functions
- § tutorial mode: enables easy switching between multiple user accounts

The redesign

New URL

- member.deutsche-boerse.com
- member.eurexchange.com

The servicepoint team is now

- Member Section team

New e-mail

- member.section@deutsche-boerse.com
- member.section@eurexchange.com

Let's go



<https://member.deutsche-boerse.com>

Contact

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Thank you for your attention!

