



## THE CHALLENGE

*Transform a scattered deal intelligence system to a modern Web-based application to provide real-time intelligence and insight*

In the financial services industry, success is often defined by how easily an organization can access key information and how quickly that information can be shared. Not having the precise information when it is needed could mean the difference between closing and losing a deal. This is especially so in the highly competitive field of investment banking and securities. Tracking information via spreadsheets, e-mail applications, and word processing documents no longer gets the job done.

Until recently, bankers at global investment bank and institutional securities firm Jefferies & Company tracked many of their deals the old-fashioned way. "They were doing everything in a spreadsheet. The system provided very limited reporting and control," says Steve White, Application Architect at Jefferies. "They would copy and paste and create a new spreadsheet for weekly and quarterly reports. It didn't provide the depth of information the organization needed, and people were making too many mistakes," he says.

To remain competitive, Jefferies needed a better way to capture, store, and display deal information. "We knew we wanted to develop a Web-based environment, but we didn't want to lose the integrity or speed of client/server applications by going to a browser," explains White. Jefferies wanted to develop Web-based applications so that the IT team would not have to worry about client-side application installations, and would be able to provide instantaneous application updates to everyone.

In addition to needing a fast and nimble application, Jefferies had to consider its users' specific demands. "Our users are very selective about what they want from their systems," says Omer Soykan, Senior Vice President at Jefferies. "To supply what they require, we needed a solution that would allow us to leverage our internal skills and develop applications in which the users cannot distinguish that it's a web application," he adds.



## THE SOLUTION

*A comprehensive application and deployment framework for building RIA, composite, and "mashup" applications*

White and his team began evaluating many leading Rich Internet Application development solutions. "It seemed to us that Nexaweb was the most mature product out there. It would let us reach the high level of user experience that we needed from within a Web browser," says White.

Only Nexaweb's Enterprise Web 2.0 solution was able to provide Jefferies the advantages of Web 2.0 technology through a unified platform that combines Rich Internet Applications (RIAs) with existing standards, tools, and infrastructure. Nexaweb's Enterprise Web 2.0 solution is a comprehensive application and deployment framework for building RIA, composite, and "mashup" applications. With Nexaweb, development teams can quickly and easily design, quality test, deploy, and maintain Ajax and Java applications that deliver legacy, service-oriented, and third-party data in real time over the Web. In fact, Nexaweb's Enterprise 2.0 framework is backed by an established methodology and reference architecture field-proven through more than 5,000 deployments around the globe.

"It's truly a rapid application development environment," says White.

*"Nexaweb's Studio gives us the flexibility needed to quickly and easily modernize our applications and processes while gaining the enterprise-class qualities we require of our enterprise technologies."*

**Omer Soykan**  
Senior Vice President  
Jefferies

*continued on other side*

# CASE STUDY

Jefferies & Co., Inc.

## FAST FACTS

**Company:** *Subsidiary of Jefferies Group, Inc., which manages \$3 billion in assets for its clients*

**Size:** *2,045 employees in US, Canada, Europe, and Asia*

### Results

- *Jefferies has built and deployed web-based versions for its home-grown fund relations, lead intelligence, and accounting management applications*
- *The Nexaweb-built applications meet all of the enterprise-class functions that Jefferies sought*
- *Jefferies employees now have visibility and access to the information they need to succeed, no matter in what country they reside*



**nexaweb**

Nexaweb Technologies, Inc  
One Van de Graaff Drive,  
Burlington, MA 01803

Phone: (781) 345-5500  
Fax: (781) 345-5501

[www.nexaweb.com](http://www.nexaweb.com)

## THE RESULTS

*Improved usability, data availability, and scalability, while also enhancing productivity*

To date, using Nexaweb's Enterprise Web 2.0 Platform, Jefferies has built and deployed Web-based versions of its homegrown fund relations, lead intelligence, and accounting management applications. The new Nexaweb-enabled applications deliver end users a customizable, browser-based user interface that functions like a client/server application. The applications have improved usability, data availability, and scalability, while also enhancing the productivity of Jefferies' specialists.

Company	Industry	Product	Transaction Type	Lead Manag
Company A	Healthcare	Equity	IPO	JEF
Company B	Healthcare	Equity	IPO	JEF
Company C	Technology	Convertibles	Convertibles	JEF
Company D	Financial Services	High Yield	CYClean	JEF Sole
Company E	Industrial	High Yield	Private Placement	JEF Sole
Company F	Restructuring	Restructuring	Out of Court Restructuring	n/a
Company G	Oil Services	Equity	IPO	JEF/CSFB
Company H	E&P	M&A	Buy	n/a
Company I	Technology	M&A	Sell	n/a

Its Nexaweb-enabled lead intelligence application is now helping Jefferies to track multiple and complex deal activities and providing the visibility that bankers need, no matter where they are located.

Nexaweb has provided Jefferies a fast and flexible way to embrace Enterprise Web 2.0 technologies, such as Ajax, with legacy systems, Web services, and service-oriented architectures. And Nexaweb integrates well with Jefferies' open source tools, including its Apache Tomcat servlet container and its Hibernate object-relational mapping software.

This flexibility enables Jefferies to quickly parse and display data in any way it needs. Today, instead of maintaining all of the company's screen formats in XML files, which would require each code change to be promoted throughout the application, White and his team now leverage a Hibernate database to quickly disseminate updates and screen changes, although a separate database is not required with the Nexaweb platform. "Essentially, we're now storing all of our screen definitions within a database. And one record will define an entire screen," he explains. "Within 15 minutes, we can add fields and update tables. We no longer have to redeploy the application to make simple screen changes. This really speeds things up for us," says White.

*"Nexaweb has helped us meet our goals. We have added more visibility and accuracy into our information."*

**Steve White**  
*Application Architect*  
*Jefferies & Company*