

Case Study

Centro-On at Caixa Galicia



The Customer: Caixa Galicia



The Caja de Ahorros de Galicia, founded in 1978, is one of the most important financial institutions in Spain. It has a network of 711 branches in Spain and Portugal and representative offices in other European and Latin American countries.

Combining its compromise with the Galicia region and its international vocation, Caixa Galicia has become a model to be followed for other Spanish saving banks, which today follow in its footsteps.

The Project: Centro On, a new concept of bank branch

In May 2002 Caixa de Galicia started its virtual banking office *On Caixa Galicia*. The main goal was to satisfy the increasing demand of online banking services. The first transactions on the Internet were the same as the ones available in traditional branches, such as the signing up of loans and deposits, but soon *On Caixa Galicia* was offering differentiated products with exclusive conditions.

A year after coming into operation, *On Caixa Galicia* had surpassed the 100 million Euros mark, with over 3.000 clients and over 4.200 loan operations. Caixa Galicia's strong bid for new technologies in order to make things easier for its clients was bearing its fruits.

Soon Caixa Galicia added yet another exciting project to its future plans: Centro-On, an innovative space where clients interested in on-line financial services would receive information on the products on offer and learn how to carry out Internet banking transactions with the help of qualified staff.

The idea was that Centro On would also be a display of the newest technology in the market. All in all, a unique proposal combining virtual services with multimedia art to bring new technologies closer to members of the public who, until then, had not had the chance to get to know them.



The Solution: Multimedia Digital Signage with VisualPublisher over ViA2 Platform

The Centro-On concept was linked from the start to the broadcast of rich media content through plasma screens. That is where VisualPublisher and ViA2 Platform by Visual Century come in, providing a unique content management and publication solution allowing the creation of digital signage systems to broadcast high-impact combinations of video, images, text, sound and Web pages on plasma screens, monitors and high-definition projectors. The robust system architecture is very flexible and allows the organization of all type of audiovisual content from a single control point to be published through different screens.

The system uses the rich media asset management technology of ViA2 Platform, a Visual Century solution based on XML and working on Software AG's Tamino XML Server. With ViA2 Platform

contents are digitized, automatically analyzed, annotated and stored in a central repository. From there, they are located from the VisualPublisher control unit and the selected video fragments and images, text, URLs or audio files are chosen for publication. The content search application of ViA2 Platform, which features a highly visual, intuitive and user-friendly Web interface, is used to carry out content queries from VisualPublisher.

Different combinations of the selected elements are distributed throughout publication screens. Combinations can be freely designed by the system administrators using customized templates. Content combinations are sent to programming grids alongside technical specifications about the content appearance on-screen, such as the time of emission of its adaptability to the screen space available. In

this respect, VisualPublisher grants the user a great deal of freedom and creativity, as well as the possibility of tailoring the multimedia information on-screen to the particular interests of the audience.

After creating the programming grids, contents are remotely distributed to every client machine (set-top boxes in the case of Caixa Galicia) by LAN at 1Gbps either directly or through intermediate nodes. Finally, clients reproduce video, images and other audiovisual material through their associated plasma screens.

The result is a high-impact digital signage system that blends perfectly into the high-tech facilities of Centro On, bringing new technologies closer to society and closing the gap between everything digital and the average citizen.

Benefits for Caixa Galicia

- Centralized management of advertising and informative contents.
- Fast and simple publication of videos, texts, images, URLs, audio fragments, etc.
- Dynamic, attractive, quickly updatable information center.
- High-impact communication with current and potential customers.
- Contents can be adapted to audiences according to time and location.
- Future-proof, XML-based investment.

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Ronda de la Luna 4
E-28760 Madrid
www.softwareag.com