

Kaifeng Securities launches mobile stock trading with WAPHead!.

Overview

■ **Application**

WAP-enabled stock-trading solution for Shanghai-based securities firm

■ **Business Benefits**

RMB18 million (US\$2.2 million) annual profit projected within 5 years; leading role in Chinese financial and securities markets; improved service and added value for customers

■ **Software**

IBM WebSphere® Transcoding Publisher; IBM WebSphere Application Server, Advanced Edition

■ **Business Partner**

WAPHead!

China is destined to become the largest wireless data market in the world, according to the Economist Intelligence Unit. Prepared to capitalize on this market are forward-looking companies like Shanghai-based Kaifeng Securities Company, which is working to provide the mobile data services that will be most in demand.

Eight-year-old Kaifeng Securities has approximately 400,000 customers, profits of about RMB200 million (US\$24.2 million) and investment portfolios totaling approximately RMB700 million (US\$84.7 million). Its business turnover places it among the ten largest securities brokerages in China.

To take advantage of the business growth opportunities presented by Internet-based and wireless trading, Kaifeng Securities decided to enable its clients to use their choice of devices—computers, mobile phones or personal digital assistants (PDAs)—to obtain stock quotes and information and trade securities over the Internet.

To create a software solution for providing wireless access to trading on its Internet Web site, *www.fuyou.com*, Kaifeng Securities chose IBM Business Partner WAPHead!, a leading Hong Kong-based technology company focused on narrowband and broadband wireless Internet applications and services.

“WAPHead! chose WebSphere Transcoding Publisher as its transcoding tool because it is easy to use and cost competitive . . . Also, it supports many languages, a vital feature in multilingual Asia.”

—Francis Au, Chief Executive Officer, WAPHead!

And WAPHead! selected IBM WebSphere Transcoding Publisher to transcode the contents of Kaifeng's Web site for WAP-enabled devices.

“Our wireless trading solution based on WebSphere Transcoding Publisher will improve our service and provide added value for our customers,” comments Hu Yanru, general manager of Kaifeng Securities. “We are confident that within 5 years, we will generate an estimated annual profit of RMB18 million (US\$2.2 million) through Internet transactions, compared to RMB16 million (US\$1.9 million) from direct sales.”

Cost-competitive choice.

“WAPHead! chose WebSphere Transcoding Publisher as its transcoding tool because it is easy to use and cost competitive,” said Francis Au, chief executive officer of WAPHead!. “A similar product from another vendor costs several times more. Also, it supports many languages, a vital feature in multilingual Asia. I am also impressed with IBM’s strong support and product continuity.”

Content-customizing features.

In the Kaifeng Securities wireless trading solution, WebSphere Transcoding Publisher is used to transform HTML content intended for desktop PCs to WML and other formats suitable for the new class of smart phones. Transcoding Publisher operates as a servlet within IBM WebSphere Application Server, Advanced Edition.

WAPHead! also developed traditional and simplified Chinese versions of the Transcoding Publisher text clippers, which extract specific Web-page content to deliver to smaller hand-held devices. This feature makes it possible to adapt content to a smaller screen, showing only the relevant portions that are necessary for the transaction.

To help it penetrate the telecommunication market in China, WAPHead! is working in partnership with ZhongXing Suntek, which has more than a 40 percent market share in providing system integration services to the telecommunication industry in China.

For market leadership.

Beyond serving existing market needs, according to Au, building wireless Web services right now and establishing a market presence with advanced technologies such as WebSphere Transcoding Publisher may be the key to future market leadership. “Kaifeng’s investment in m-commerce will put them in the forefront of technology deployment and make them a leader in China’s financial and securities market,” comments Au.

For more information.

Please contact your IBM marketing representative or IBM Business Partner.

Visit us at:

ibm.com/software/websphere

For more information about Kaifeng Securities Company, visit:
www.fuyou.com

For more information about WAPHead!, visit:
www.wapicq.com



© Copyright IBM Corporation 2001

IBM Corporation
Software Group
Route 100
Somers, New York 10589

Produced in the United States of America
02-01
All Rights Reserved

The e-business logo, IBM, the IBM logo and WebSphere are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both.

Other company, product or service names may be trademarks or service marks of others.

This case study illustrates how one IBM Business Partner uses IBM products. Many factors have contributed to the results and benefits described. IBM does not guarantee comparable results. All information contained herein was provided by the featured IBM Business Partner and its customer. IBM does not attest to its accuracy.

References in this publication to IBM products or services do not imply that IBM intends to make them available in all countries in which IBM operates.