

New corporate website
for a better usability and
CNMV compliance



PROJECT DETAILS

Industry: Insurance

Users: Shareholders, investors and individual users

Team: 4 team members: Software Engineers, Software Architect, Scrum Master, Product Owner

Development period:

- 05/2020 – 03/2021 Iterative conception
- 05/2020 – 03/2021 Rollout of MVP and Go live for selected customers
- 03/2021 Go live

PRODUCTS / TECHNOLOGIES

- Liferay DXP 7.1
- React
- Javascript
- Apache Tomcat 7.0
- HTML5/CSS3
- Java 8
- JSP

The IPO of a leading insurance company in Spain made it necessary to redesign its corporate website in order to comply with the requirements established by the Spanish Securities and Exchange Commission (CNMV).

The project also required some improvements in usability, SEO and accessibility of the portal developed in Liferay DXP 7.1.

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mimacom has helped us in orienting the portal requirements to make the retrofit process simple and efficient. All requests have been implemented in an optimal way and by providing 100 % support for the requirements.



The development of the corporate website's redesign and the adaptations to it posed challenges in terms of usability and SEO that mimacom has mastered in an outstanding way.

The new corporate website had to be adapted to suit the requirements of the CNMV, ensuring the necessary design and usability in the process

Challenge → Comply with the criteria required by the Spanish Securities and Exchange Commission and optimize the SEO of the Liferay portal.

Solution → mimacom worked on the design adaptations, focusing on the user experience and usability of the site and working with the SEO team involved in the optimization of the Liferay portal.

Background → On the occasion of the company's IPO, it was necessary to adapt the existing corporate website to comply with the legal regulations for all listed companies, according to the requirements of the CNMV. The portal should provide all the information of interest to potential shareholders and investors as well as the information required by the regulator.

Redesign of the portal with very specific guidelines

Without a doubt, one of the main challenges has been to adapt the portal to the design demands of the CNMV without neglecting aesthetics, user experience and usability.

SEO adaptations Liferay DXP 7.1

Optimizing a Liferay portal for SEO is not an easy task, because many of the development components must also be adapted to meet certain guidelines. By working together with the customer, we have been able to improve the default elements of the site.

Portal Infrastructure

For this development, we had the existing Liferay DXP 7.1 Enterprise Edition platform. This was a copy of the previously existing platform installed on:

- Red Hat Linux 7.5 Operating System
- Oracle Database 12.2.0.1
- Tomcat 9 Application Server
- Java OpenJDK 11
- OID 11.1.1.9 g (LDAP v3) authentication: Oracle Internet Directory.

With the implementation of the new portal, the following objectives have been achieved:

- Portal in two languages, Spanish and English, with the possibility of adding more when necessary.
- Adaptation of the site's design and structure to meet the requirements of the CNMV.
- SEO adaptations to the portal
- The portal is responsive, allowing it to adapt to any device (PC, laptop, tablet, mobile...).