



CASE STUDY

London Stock Exchange

www.londonstockexchange.com

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Investment news

Claim your FREE copy of What Investment magazine.

Investment news provides a detailed look at what's new in the world of private investment. This section covers a wide range of assets including funds, insurance, savings and property. For up-to-the-minute regulated and edited company news see our market news section.

Latest news stories

**UK market conditions almost "as good as it gets"**  
Conditions for investors in the UK are almost "as good as it gets", largely due to a combination of record company profits and stable interest rates, a new study claims.

Following a sharp sell-off in October, markets have stabilised and all prices have started to ease, according to Norwich Union's investment market outlook for 2006. The insurer predicts that the housing market will continue its recovery into the New Year, though "public sector finances are likely to remain challenging and there is the risk of tax rises at some point over the next two years". [Read full story](#)

**Civil Partnerships Act 'could produce £9 billion inheritance tax savings'**  
The Civil Partnerships Act comes into force today, and thousands of gay and lesbian couples are expected to sign-up at register offices across the UK for the formal commitment ceremony.

**House prices increase 1.2 per cent**  
House prices saw an increase of 1.2 per cent in November, according to the latest statistics from Halifax.

**Scottish Life updates iFAs on A-day changes**  
Scottish Life is providing details of revisions it will be making to its iFAs product range come A-day by making them more independent Financial Advisers (iFAs).

**RSS** Investment News is now available in RSS. Check out our guide to RSS feeds which gives you all the information you need to enable the service.

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London STOCK EXCHANGE EASY FOREX Global Financial Opportunities

Prices Investor centre Market news Portfolio Company Reports Investment news Statistics

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**PRICES & NEWS**  
The definitive source of market data, news and commentary

INVESTMENT NEWS: UK market conditions almost "as good as it gets" Civil Partnerships Act 'could produce £9 billion inheritance tax savings'

**MARKETS**

PRICE SEARCH:

**WORLD INDICES:** 05-Dec-2005

FTSE 100

Index	Value	Change
FTSE 100	5510.60	-17.50
FTSE 250	8484.40	-13.60
FTSE All-Share	2785.18	-7.95
FTSE AM UK 50	5520.10	-19.00
FTSE AM 100	5106.40	-18.10
FTSE AM All-Share	1014.30	-1.70
FTSE techMARK 100	1364.47	-8.35
FTSE techMARK All-Share	1296.45	-8.31
FTSE SmallCap	3212.90	-0.10

**EXPERT VIEW**

**United they stand – facing in different directions**  
By Justin A Unghart Stewart

**Ideas and reality**  
By Meryn Somerset Webb

**Year end rally. Fact or fiction?**  
By David Schwarz

More expert views...

**Book of the month**  
Investing with Anthony Bolton - The anatomy of a stock market phenomenon - our price just £9.99.

**Quote of the day**  
"There is no such thing as a paper loss. A paper loss is a very real loss." - Jim Rogers

**IN THIS SECTION**

**Companies & prices**  
Price and trading information on all securities traded on our markets.

**Investor centre**  
Portfolio, watchlist, email alerts, educational and informative content.

**Market news**  
Breaking news, two year archive, editorial news and market reports.

**Statistics**  
Comprehensive official statistics and trading activity on our markets.

**RIISERS/FALLERS**

FTSE 100

**Top 5 risers**

Name	Chg%
NEXT	+1.88
HANSON	+1.63
AMVSCAP	+1.34
BR.AMER.TOB.	+1.34
TATE & LYLE	+1.26

**Top 5 fallers**

Name	Chg%
BSKYB	-2.77
SABMILLER	-2.29
ANGLO AMERICAN	-2.09
REXAM	-1.66
BOC GRP.	-1.64

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...free from one source

Portfolio

The detailed view displays the daily open, high, low and close values for each security in your portfolio.

Selected portfolio: MyPortfolio 1

**Portfolio Summary - MyPortfolio 1**

Equities, Investment Trusts, ETFs & Cash	£930.60
Covered Warrants	£0.00
Funds	£930.60
<b>Total portfolio value:</b>	<b>£930.60</b>

Value my portfolio in:   Add new:

All data delayed by at least 15 minutes | 5-Dec-2005 15:17:35

**Equities, Investment Trusts, ETFs & Cash** Current Value: **£930.60**

Name	Cur	Price	Open	Bid	Offer	High	Low	Close
BT GROUP	GBX	211.75	212.00	211.50	211.75	214.25	209.69	214.25
CADREARY ADS	USD	0.00	0.00	0.00	0.00	-	-	-
CENTRICA	GBX	232.00	234.00	232.00	232.25	234.44	230.94	234.75
FINREBUY WIDE	GBX	557.00	557.00	552.50	560.00	560.00	553.70	557.50
MONKS INV.TST	GBX	261.25	262.50	260.25	262.25	263.25	260.25	262.00
MONKS INV.TST	GBX	261.25	262.50	260.25	262.25	263.25	260.25	262.00
SCOT.AMER.INV.VANT	GBX	216.25	217.25	215.00	217.25	217.50	214.75	216.00
VALEANT	GBX	200.00	200.00	198.00	202.00	200.00	198.00	200.00
Totals:	GBP							

**Latest market news for securities in your portfolio**

Time/Date	Code	Name	Headline
14:31 05-Dec-05	SCAM	Scottish American Investment Co PLC	Net Asset Value(s)
14:30 05-Dec-05	MNKS	Monks Investment Trust PLC	Net Asset Value(s)
12:13 05-Dec-05	FMP	Finbuy Worldwide Pharm Tst PLC	Net Asset Value(s)
16:01 04-Dec-05	CA	CENTRICA PLC ORD 6 1481P	Centrica poised to scrap Onetel sale - sources
16:56 02-Dec-05	BTA	BT Group PLC	Transaction in Own Shares
16:21 02-Dec-05	SCAM	Scottish American Investment Co PLC	Net Asset Value(s)-Amendment

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## THE CHALLENGE

**The London Stock Exchange (LSE) is one of the best known and most trusted brands in the financial sector, for both consumer (private investor) and business (brokers, analysts, fund managers) audiences alike. In 2004 it was recognised that this brand value was not being fully exploited in the online arena, despite an already substantial user base at [www.londonstockexchange.com](http://www.londonstockexchange.com).**

**As a result, the LSE embarked on an extensive redevelopment of [www.londonstockexchange.com](http://www.londonstockexchange.com), with the following objectives:**

1. Develop content and services that would meet users' expectations of the brand and so extend to the online medium the LSE's position as a leading brand in the financial sector.

2. Develop best of breed online products and services for consumers (private investors).
3. Develop best of breed online business-to-business products and services by leveraging both the LSE's position as a market data provider, and its close relationships with listed companies and the financial community.
4. Develop a marketing and sales platform for the LSE's offline products and services.
5. Become the leading online media owner in the financial sector and in turn grow online advertising revenues.
6. Implement an all new web technology platform that would support all future strategic web initiatives.

In February 2005 the London Stock Exchange completed a 9 month website redevelopment programme that represented the first phase in meeting the above objectives. The LSE's suppliers included Priocept, who were appointed to support the programme both as a technology advisor and as the lead developer on a number of specific product developments.

## THE SOLUTION

**An initial launch of the redesigned London Stock Exchange website took place in June 2004 and by February 2005 all new products and services were online.**

**The changes included:**

1. A complete redesign of the website in line with a revised LSE corporate identity.
2. Restructuring of the website to support both B2C (private investor) and B2B (financial community) audiences.
3. Development of a Single-Sign On (SSO) framework that allows LSE customers to access a wide range of different products and subscription services, using a single user profile.
4. Development of a market leading Prices & News service that provides both consumer and business audiences with the most comprehensive range of share price, market news, investment content and other tools available on the web. This includes a leading portfolio management product,

a share price alerting service, e-commerce functionality for purchase of value-added services such as real-time prices and company reports, and a wealth of additional content including expert industry commentary, investment news, famous quotes and investing rules of the day.

5. Development of e-Learning modules to provide private investors with step-by-step guides to investing in different markets and security types.
6. Development of InvestaQuest, a fantasy share dealing competition that was launched in partnership with Barclays Stockbrokers to promote private share dealing. InvestaQuest subscribers numbered 10,000, with the winning fantasy investor receiving a £40,000 prize in November 2005.
7. Development of a Training and Consultancy service that includes e-commerce functionality to allow users to select and purchase from a range of investment and financial seminars and training courses that are operated by the LSE.

8. Development of Investor Relations Web Modules (IRWM), a subscription based product aimed at investor relations departments within listed companies, which provides a fully managed and hosted investor relations website. IRWM allows companies to quickly set up a sophisticated investor relations website, including share price and market news data, financial reports and company fundamentals, without having to develop their own website and without having to perform complex integration with external data feeds.
9. Development of the Corporate Responsibility Exchange (CRE), a corporate governance and corporate social responsibility reporting service for listed companies. The first product of its kind, CRE provides public companies both in Europe and the US with a single channel through which they can report on corporate governance, social and environmental impact, human rights policies and track record, and other critical information that ethical investors find difficult to source when making investment decisions based on a company's social responsibility record.

## WEBSITE OVERVIEW



### Homepage

The homepage of the London Stock Exchange corporate website.

Users are asked to choose which section/service is most relevant to their needs. Prices & News for private investors, Products & Services for customers of the Exchange and other B2B products, or About the Exchange for LSE shareholders, journalists, other enquiries.

The site also implements a user identification feature to allow users to specify their user type. This enables targeted website content and advertising to be served to ensure the user receives the most appropriate user experience.

### Prices & News

The Prices & News section provides users with a snapshot of what is happening in the market. From here they can access the private investor services such as investment news, the portfolio tool, and the search facility to obtain detailed price information for listed companies.

### Investment News

The Investment News section provides a detailed look at what's new in the world of private investment.

This section covers a wide range of assets including funds, insurance, savings and property.

An RSS data feed is also made available for users wishing to aggregate their news from many sources.

# WEBSITE OVERVIEW



## Portfolio Service

At the heart of a range of investor tools lies the Portfolio Service.

This allows users to create up to ten portfolios that will display detailed price and news information of up to 40 holdings.

The dedicated transaction page lists all the transactions (including cash) for each portfolio together with any relevant fees and the user's own notes.

A charting capability lets users chart the historical valuation of their portfolio, monitor the annualised rate of return, compare portfolio performance against indices or sectors and chart the performance of different constituents of their portfolio on a single chart.

This is a free service offered to all registered London Stock Exchange website users.

## Detailed Prices Page

The detailed prices search tool enables users to search for in-depth price, company and trading information for securities traded on the London Stock Exchange's markets.

## Investaquest

The search for Britain's best investor.

In 2005, the London Stock Exchange ran a fantasy share dealing competition in association with Barclays Stockbrokers.

The competition which ran for 10 months and offered the 10,000 subscribed users the chance to win a share of the £100,000 prize money based on the increase in value of their fantasy share portfolio.

# WEBSITE OVERVIEW



## Training & Consultancy

As the global leader in the international capital markets, the London Stock Exchange offers a range of public and bespoke training solutions designed to enhance individual and business performance.

The training and consultancy section of the website enables users to configure their specific training requirements and book their courses online.

## Newsroom

As a FTSE 250 listed company themselves, the London Stock Exchange have an obligation to their shareholders and journalists alike to communicate their latest company news.

The newsroom section allows users to search for news releases by keyword, date and category. There is currently six years of searchable archived news.

## Corporate Responsibility Exchange

The Corporate Responsibility Exchange (CRE) is an easy-to-use and innovative online tool which helps companies to meet the demands of all major rating systems, codes and fund managers in a single place.

The system allows companies to save time by disclosing only once to an audience of many – and provides analysts, fund managers and research agencies with a better tool for researching companies' policies and practices in areas of corporate responsibility.

## RESULTS

**During the course of 2005, as www.londonstockexchange.com has become fully developed and adopted by any increasingly broad user base, monthly unique users of the site have increased to 1.1 million.**

There are 120,000 subscribed (registered) users of the site, with 45,000 of these actively using the portfolio service to manage their investments including equities, Exchange Traded Funds (ETFs), investment trusts, cash, funds and covered warrants.

The rapid growth in private investor usage of the site has allowed advertising revenues to grow 700% during the last 12 months, and this is combined with significant new revenue from subscription based services.

The advertising and sale of LSE training courses and seminars, now conducted through the website, has seen significant revenue growth since launch.

Use of the website by the B2B audience has also seen rapid growth. The CRE

product has now been adopted by over 175 listed companies in the UK as their preferred method of corporate social responsibility reporting, including more than 50 within the FTSE 100.

In addition, the Media & Business Centre section of the website drives a significant number of enquires and bookings for venue and studio hire.

**The website has also attracted very positive customer feedback:**

**“ The new features are great and make information gathering, comparison and evaluation much easier. ”**

**“ The new portfolio is a great improvement on the previous service, and, of course, offers a clearer presentation and much more information and choice. ”**

**“ It is such a useful site. ”**

**“ It’s much easier to move around and find the stuff that I need. ”**

**“ The service is miles better now! ”**

**“ Congrats on the new look - much better and far more informative - faster too!!! ”**

# **PRIOCEPT**

**internet technology consultants**