

## intergator Case Study – Union Investment

From now on Union Investment Privatfonds GmbH (Union Investment Private Funds Ltd.) is offering a new website to its retail customers. As a subsidiary of the Union Investment Group it has established mutual funds for private clients. In the course of revision of the website the need for a modern search solution became obvious in addition to an overhaul of navigation and content structure. A possible expansion to multiple portals and the use of the new search through other portals had to be guaranteed.

### Additional search requirements were:

- **User-friendliness**
- **Clear presentation of search results**
- **Modern design**
- **Fast performance**
- **Search functions permitting a fuzzy search, e.g., „Did you mean“ or a contextual search**
- **Filtering for various facets: category, period of time, type of file etc.**
- **Reporting functions**

interface projects GmbH was chosen as the service provider to realize the project. Through its intergator the new search function was successfully implemented onto the website <https://www.union-investment.de>.

The revised modern and user-friendly internet presence for potential and existing customers provides an easy access to needs-based information. This is supplemented by a central search for the entire website or within limited areas (download, FAQ, funds and dictionary search). Through these means Union Investment supports cooperative partner banks: In the future, customers and prospects can find information much faster and take a look at it prior to a consultation.

The usage has been designed for mobile devices (smart phones and tablets) as well as for desktops. The design of the content automatically adapts to the screen size of the respective device.

Users can use the intelligent search engine intergator via the magnifying glass icon on the right top of the screen, thus quickly finding all essential information on Union Investment and its products.

### Union Investment



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### Challenges

- High requirements on semantic processes
- Editorial requirements on the search interface for editors
- Multiple databases for the indexation of content pages and funds' information
- Separate searches, for example for documents and forms
- Complex infrastructure
- Hosting via an external service provider

### intergator solution

- Highly available intergator Search Appliance landscape
- Dynamic user interface
- Applied components:
  - Search Appliance
  - Documentation Reader
  - Information Model Editor
  - intergator connector framework

### Client feedback

„Thanks to intergator clients and prospects can quickly and easily find information and documents on our website.“

Manuela Kreiter | Digital Distribution Channels/ Online-Marketing and Information Portals