

AUTOMATION YIELDS FASTER DELIVERY OF IT SERVICES

Societe Generale uses IT automation to offer new services and generate higher returns



Banking & Finance

France

Business needs

The Societe Generale IT department was answering requests on demand and relying on manual processes that took months to deploy new servers. It needed a faster, “self-service” model that allows users to self-provision virtual machines, storage and connectivity. It had to improve response times in order to comply with rapidly changing industry regulations and security mandates.

Solutions at a glance

- [Dell EMC PowerEdge servers](#)

Business results

- Reduced server deployment time from 2 months to 30 minutes
- Upgraded to a real-time, self-provisioning IT delivery model
- Built connection to new market platform in 2 weeks instead of 6 months

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Nicolas Verdier
Head of Cloud IAAS Services for the Americas Societe Generale

Societe Generale supports 31 million individuals, professionals, companies and institutional investors worldwide. With the increasing regulations in the banking industry today, Societe Generale is challenged with providing top customer service while complying with new regulations and ever-changing security rules.

Previously, Societe Generale operated with a “request and demand” model, where the IT department answered and fulfilled requests manually. This system was inefficient, as it took months to deploy a new server. Besides the frustrations and cost, this model set the institution up for other potential problems. With new industry regulations, a bank needs to be able to respond and adapt quickly to comply—often in a short timeframe—or risk major fines and penalties.

To increase its response time and overall efficiency, Societe Generale turned to Dell EMC PowerEdge servers. PowerEdge servers allowed for processes to be automated, shifting from a manual model to a “self-service” model where IT can now self-provision compute services as needed. This savings has enabled IT staff to invest their time and resources into other, valuable tasks.

Nicolas Verdier, head of Cloud IAAS services for the Americas Societe Generale, praised the new model and the benefits to the company. “It’s about self-service, flexibility and customer experience.” He stressed the need to move quickly, rather than taking months to begin a project. “We have to go much faster than we used to, to deliver on regulations and security topics. Now, when we have a new topic or project coming up, the IT department can start working right away. This is huge. PowerEdge servers help

us deliver more value to our IT department.”

Now that Societe Generale has installed PowerEdge, it can easily make connections to other platforms quickly. Recently, the company built a connection to a new market platform in a couple of weeks versus what would have previously taken six months. The bank’s High Frequency Trading department also relies on PowerEdge, as the base for a much more competitive platform than it’s previous model. Because of the new software-defined solution, Societe Generale can contain costs, allowing employees to focus on more important targets, such as strategic projects and regulations.

Verdier also points out the importance of having a true IT partner in Dell EMC. “It’s about partnering, supporting and helping us, and providing a wide range of services.” Dell EMC helps Societe Generale stay on top of the latest technology, and PowerEdge servers help deliver more value to the company’s IT department.

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Nicolas Verdier
Head of Cloud IAAS Services
for the Americas Societe Generale



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