



## FINANCIAL SERVICE COMPANY REDUCES COSTS BY USING NEW TECHNOLOGY

### SOCIÉTÉ GÉNÉRALE (SG)

/// CASE STUDY



As part of its continuous goal of improving productivity and reducing costs, Société Générale wanted help managing and modernizing its IT infrastructure – and greater control over IT spend. It called on long-time partner EDS, an HP company, for help.

#### CLIENT PROFILE

[www.socgen.com](http://www.socgen.com)

Founded in 1864 by a group of European industrialists, Société Générale has worked for well over a century to expand operations and compete on a global scale. With operations in 70 countries, Société Générale has become one of the largest financial services companies in the world.

**Industry:** Financial Services

**Founded:** 1864

**Headquarters:** Paris, France

**Business Need Addressed:**  
Productivity

*“Since the launching of this new contract [with EDS], we’ve enjoyed major progress in the level of services provided at a reduced cost.”*

**Patrice Galy**  
Production and Support Manager  
Corporate IT  
Société Générale

#### Company wanted enhanced technology and a flexible pricing arrangement

In a saturated financial services market where many companies face slow growth prospects and eroding margins, France-based Société Générale has maintained consistent, profitable performance. The success of this leading financial services firm, with more than 93,000 employees in 70 countries, can be attributed to management’s ability to grow business wisely, while reducing operating costs and generating productivity gains.

As part of its ongoing drive to reduce IT costs and streamline processes, the company wanted help upgrading and managing the 15,000 workstations, 6,000 printers, and network supporting about 20,000 users at its Paris headquarters and branches. Just as important, the company wanted a flexible pricing arrangement in which it paid only for the services used. So, it began seeking a partner that could help reach those goals.

In 1994, EDS began working with SG on the Arpege Project, which entailed building, developing, integrating and installing a network with more than 11,000 workstations. Because of the strong relationship we developed while successfully completing that project, and our flexible price proposal for the current project, SG asked EDS to help.

#### EDS and its alliance partners transformed technology environment

The EDS team began a multistep program to manage the company’s technology infrastructure. We started by managing the desktop and telephony environment, helping upgrade applications to the latest Microsoft® technologies. Then we assumed responsibilities for the server and messaging environment, again streamlining processes and increasing efficiencies where possible.

## MESSAGING TECHNOLOGY FROM EDS PARTNERS

Desktop and messaging technology included Microsoft® XP™, Office™ and Exchange™. We also implemented Microsoft's Active Directory™, which provides the means to manage the identities and relationships that make up network environments. Hardware included Microsoft and UNIX® servers.

### Services featured

- Server Management Services
- Network Management Services
- Workplace Management Services

*"Both SG and EDS' objective is to prove that it is possible to associate accuracy, innovation and flexibility in long-term contracts."*

**Fabrice Pasquer**  
Client Executive  
EDS

Beyond fortifying the IT environment with the best available technologies, we introduced a pricing structure that gives SG greater control over its IT spend. In the desktop area, a price is defined for each elementary action EDS takes. This might be a service call, a desktop install or move. In the server management agreement, SG's costs are adjusted based on server size and complexity. In all, the company pays for exactly the level and quantity of service it specifies.

Additionally, EDS and members of the EDS Agility Alliance are currently investigating ways to innovate and bring the company even greater agility. The alliance is a federation of market-leading infrastructure, application, BPO and industry providers collaborating to innovate, develop and deliver the EDS Agile Enterprise Platform - EDS' next generation global delivery system. For example, we are developing an e-mail archiving solution that efficiently manages the life cycle of e-mail data.

### SG reduced Total Cost of Ownership (TCO) by 30 percent

SG management's three main goals were to reduce IT costs, enhance service levels and improve end-user productivity. Mission accomplished. Now armed with new and better technologies, employees can work smarter, faster and more efficiently. And now that it pays only for services rendered, the company has been able to hold down costs. In fact, the company's TCO in the desktop area has dropped 30 percent. And server costs have fallen as well.

As the financials services sector continues to undergo change and competitive pressures, SG has the agility and budgetary flexibility to move forward confidently. And with the EDS team working hard to deliver SG better technology solutions at a reduced cost, the company can expect to bring even greater value to its customers and shareholders.

EDS, an HP company  
5400 Legacy Drive  
Plano, Texas 75024

phone: 1 800 566 9337  
visit: eds.com  
e-mail: info@eds.com



Microsoft

