



SUCCESS STORY  
**Financial Services**



**SOCIÉTÉ GÉNÉRALE | PROBLEM SOLVED**

Seeking to transform its operations, Société Générale launched a digital transition program using a NetApp storage solution and OnCommand Insight to optimize performance.

# Building the Bank of the Future on NetApp Technology

To stay in business for a century and a half, a company must keep ahead of industry changes. Nowhere is that more obvious than in the finance industry where brick-and-mortar banks must compete with digital startups. Founded in 1864, Société Générale has been at the forefront of innovation. From offering customers 24/7 access to checking account balances in 1985, to remote banking via telephone in 1992, and creating France's leading online bank in 1995, Société Générale continues to transform banking, most recently with its Digital for All (D4A) program.

**8,000**

Wi-Fi hotspots installed

**45**

apps developed,  
and counting

✉ [NETAPP.COM/CONTACT](mailto:NETAPP.COM/CONTACT)

 **NetApp®**

“Through OCI, we leverage advanced analytics to monitor, and master our systems. We can manage load peaks and make sure at the end of the day we’ve avoided issues and a high-quality service is provided to our customers.”

Thierry Pinart

Deputy CEO, Investment Banking Private Banking, and Investor Services, Société Générale

In conjunction with its 150th anniversary, Société Générale launched its Digital for All program in 2014. The program aimed to accelerate the bank’s digital transformation by revitalizing its work collaboration methods, creating closer customer relationships, and better addressing customer needs—with the ultimate goal of providing better customer and employee service through agility and quicker time-to-market.

Tapping the entrepreneurial mindset of its staff, Société Générale asked employees to imagine the bank of the future and share their ideas of what that meant. This request produced thousands of ideas about remote working, digital safes, internal wikis, post-trade banking, and more. To move forward with that vision, Société Générale relied on NetApp storage solutions and OnCommand Insight to ensure optimized performance supported all initiatives.

### SUPPORTING EXPANDING INFRASTRUCTURE

The name Digital For All only hints at the scope of the undertaking by the bank. “Digital For All was a

way to link our story to our digital future,” says Thierry Pinart, deputy CEO for investment banking, private banking, and investor services. The infrastructure would need to support the bank’s 140,000 employees, as well as 90,000 tablets across 32 countries. 

It would require worldwide installation of 8,000 Wi-Fi hotspots to facilitate tablet use inside the bank’s branches. By providing more opportunities for employee engagement, D4A could speed up the bank’s digital transformation, offering a platform of open communication between staff without regard for business line, location, or hierarchy.

“We drew inspiration from start-ups, which are extremely agile, so we can maintain a start-up spirit in a company that is 150 years old,” says Françoise Mercadal-Delasalles, director of resources and innovation at Société Générale.

The D4A team created business apps—45 so far, with 20 more in the works—that propelled both employee engagement and agility. With their tablets, employees use

### BUSINESS BENEFITS

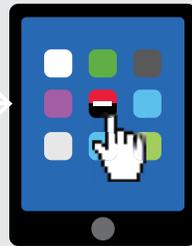
- Easily identify and target problem areas in the data center to optimize troubleshooting
- Detect performance anomalies before they lead to service disruption or outages
- Minimize downtime
- Easily manage load peaks
- Give end-to-end visibility, from compute to storage, in a single view
- Better customer and employee service by improving agility and speeding time-to-market

## NETAPP STORAGE SOLUTIONS AND ONCOMMAND INSIGHT HELP SOCIÉTÉ GÉNÉRALE PROVIDE “DIGITAL FOR ALL”

**45**  
BUSINESS  
APPS...



ON  
**90,000**  
TABLETS ...



FOR  
**140,000**  
EMPLOYEES...



... IN  
**32**  
COUNTRIES



apps to access everything from email, company directories, training video access, and conference room reservation tools. “We wanted to equip our employees with the digital tools they needed,” Pinart says. “The challenge was to ensure employees used the tools, quickly delivered solutions, and interacted swiftly with our customers.”

### MANAGING RISK, MINIMIZING DOWNTIME

Building on its 20-year relationship with the bank, and supported by a dedicated team that understands its expectations, constraints, and challenges, NetApp created essential infrastructure in a matter of weeks. “We chose NetApp for the Digital for All program because our relationship was key to its success. The program was executed in a very short time frame. NetApp was efficient in delivering products and solutions to our employees,” Pinart says. The huge growth in its digital infrastructure meant the bank had to exchange, store, and archive more data than ever. Société

Générale’s IT team understood that delivering on the vision of “Data for All” would require a high-performance tool that could gather data from across the infrastructure, across geographies and give end-to-end visibility, from compute to storage, in a single view. “Through OCI, we leverage advanced analytics to monitor, and master our systems. We can manage load peaks and make sure at the end of the day we’ve avoided issues and a high quality service is provided to our customers,”  Pinart says.

OnCommand Insight helps Société Générale proactively identify vulnerabilities and risks to their IT environment. This enables them to avoid mission critical problems and meet key service levels for availability, performance, and utilization. The OnCommand Insight anomaly detection feature offers a proactive monitoring approach, analyzing historical usage to improve intelligence. It detects performance anomalies faster so administrators can react long before service level

“We chose NetApp for the Digital for All program because our relationship was key to its success. The program was executed in a very short time frame. NetApp was efficient in delivering products and solutions to our employees.”

Thierry Pinart  
Deputy CEO, Investment Banking  
Private Banking, and Investor Services,  
Société Générale

problems arise. This more aggressive approach detects deviating resource behaviors before they lead to service disruption or outages, essential for any bank that depends on the reliability of its digital infrastructure to power employee collaboration and customer service.

When a performance problem does occur, OnCommand Insight makes it significantly easier to identify and correct by targeting problem areas in the data center. In that way,

Société Générale can query the data to quickly find and then troubleshoot any problems.

“Things move fast,” says Pinart. “In five years, the world will be much different. Digital transformation and data management are key to any business, especially a bank.” NetApp solutions prepare Société Générale to master today’s data demands—staying ahead of the competition by controlling and leveraging the power of their

data—and face whatever changes the next 150 years may bring.

---

## SOLUTION COMPONENTS

### NETAPP PRODUCTS

NetApp All Flash FAS infrastructure

NetApp OnCommand Insight

**LEARN MORE**

[netapp.com/us/products/data-infrastructure-management/oncommand-insight-bi.aspx](http://netapp.com/us/products/data-infrastructure-management/oncommand-insight-bi.aspx)

 [NETAPP.COM/CONTACT](mailto:NETAPP.COM/CONTACT)

+1 877 263 8277



Leading organizations worldwide count on NetApp for software, systems and services to manage and store their data. Customers value our teamwork, expertise and passion for helping them succeed now and into the future. To learn more, visit [www.netapp.com](http://www.netapp.com).

© 2017 NetApp, Inc. All Rights Reserved. NETAPP, the NETAPP logo, and the marks listed at [netapp.com/TM](http://netapp.com/TM) are trademarks of NetApp, Inc. Other company and product names may be trademarks of their respective owners. CSS-6976-0517