

Wireless Display Furthers the Digital Transformation of One of Europe’s Largest Financial Institutions



Security is a major part of a relationship. Having adopted the philosophy of relationship banking, Societe Generale knows the full weight and responsibility of creating a secure environment for their customers. In assembling the right teams and the right tools, Societe Generale has created durable and secure relationships with their customers, based on mutual trust and respect.

As part of their plan to modernize their meeting and conference rooms, Societe Generale assembled a “transformation team” to identify and source out solutions that would help accelerate their digital transformation.

Because they were migrating to Windows 10, the transformation team wanted to enable their employees to take advantage of its full capabilities, including integrated wireless display support. So, they equipped their new Les Dunes and added in the Paris region offices with Dell Venue Pro Tablets and 600 ScreenBeam 750 wireless display receivers.

Now Societe Generale’s Les Dunes employees:

- Get meetings started quickly and easily
- Connect wirelessly to in-room displays
- Deepen internal relationships by collaborating to develop solid solutions that meet customer’s needs

Societe Generale has been accelerating its digital transformation for the past two years, providing its employees with tools such as 100,000 Dell Venue Pro tablets and the roll-out of ScreenBeam wireless display in the coming year.



Customer Snapshot

Societe Generale was founded in 1864

One of Europe’s largest financial services organizations

Three core businesses:

- French retail banking
- Corporate and investment banking
- International retail banking

146,000 employees globally

Reported revenue of over €25 billion in 2015

Challenge: Finding a Solution to Fit Financial Institution Standards

As Societe Generale strives to deliver the best service to their clients, they also expect the best out of their technology. Societe Generale started the Digital for All (D4A) program in order to provide all of their global employees with best-in-class digital tools. Their transformation team researched solutions that would provide employees with opportunities to collaborate. “We knew there had to be a better way to meet and explore ideas together,” says Sebastien Noel, D4A-Wireless Display Project Manager. “When we became aware of wireless display, it was a solution we just had to have.”

For Societe Generale, security of their customers’ information is key. The transformation team set out to find a solution that could be configured and controlled to their specifications and meet the stringent security standards of an international financial institution. The solution they sought would:

- Have an active virtual private network connection to protect online data
- Be easy to manage
- Provide transparency and control across multiple locations

Societe Generale looked at all of the options and performed a deep-pen analysis of their functionality and compatibility, and—most importantly—the security features. They were introduced to ScreenBeam through a recommendation from Intel. They put ScreenBeam to the test and eventually selected the ScreenBeam 750 wireless display receiver.

Solution: Put to the Test, ScreenBeam Prevails

After the ScreenBeam 750 was installed in their new Les Dunes offices, the transformation team immediately recognized that it was head-and-shoulders above the competition.

Much to the delight of the IT department, ScreenBeam 750 was easy to configure and deploy, and provided enterprise-grade manageability with the built-in ScreenBeam Central Management System (CMS). From the comfort of their control room, the IT department was able to group receivers by location, push out firmware updates and security settings, and change group policies.

With security still at the forefront, they wanted to ensure that their customers’ confidential data was 100% secure. The IT security team felt that any wireless display solution could have the potential for making meeting rooms and the content being displayed vulnerable, so they hired a consulting firm to test and verify the level of ScreenBeam’s security. The consulting firm spent three weeks assessing and challenging ScreenBeam’s signal and firmware. After sharing the results of the investigation, ScreenBeam updated and made a minor change to their firmware to be in complete compliance with Societe Generale IT security standards.

Deployment Snapshot

Business: Societe Generale

Clients: 31 Million

Population:
146,000 employees

Region:
Global 122 Countries

Number of Meeting Rooms:
600 in Les Dunes

Installed:
600 ScreenBeam 750
wireless display receivers

"We found that, all around, it was the better solution. ScreenBeam was so simple to use and offered the most comprehensive security to protect our customers."

— Sebastien Noel, Digital For All Wireless Display Project Manager

Results: More Productive, Collaborative and Secure Meetings

Since implementation, Societe Generale's meeting dynamics have changed, while maintaining solid security. More productive and interactive, meetings with ScreenBeam wireless display create a more collaborative environment, which has led to closer relationships between teams and across divisions. Presenters can be switched at the click of a button so others can share their ideas with the rest of the room.

As for Sebastien Noel and his transformation team, they all agree that, "ScreenBeam is *the* solution that transformed our meeting rooms into meeting rooms 4.0."



Industry Leader

ScreenBeam wireless display is the only solution that truly enables commercial deployment of secured and IT manageable wireless display. ScreenBeam wireless display is the industry standard for benchmarking and device interoperability, making it the most broadly compatible solution available. ScreenBeam solutions are used as the validation platform for wireless display functionality by companies like Microsoft, Intel, and leading PC OEM and device companies.

Actiontec is Microsoft's co-engineering partner for wireless display technologies in Windows. Because of Actiontec's status as the industry leader, and our ongoing investment in supporting industry device manufacturers, you can be assured that you're deploying the most broadly compatible, feature-rich wireless display platform.



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