SOCIETE GENERALE

With XebiaLabs, Societe Generale Achieved Strong Value and Powerful Benefits for IT and Business Lines

The Challenge

The IT Department of Societe Generale Global Banking and Investor Solutions (GBIS) sought to move from a mostly manual deployment process to an automated process in order to deploy several mission critical applications, simultaneously, faster and without errors. They needed to boost efficiency by ceasing to build and support in-house deployment tools, so that developers could focus on creating software that adds business value.

The Solution

XebiaLabs' XL Deploy was the perfect fit for Societe Generale's agile plans since it enabled them to deploy applications cost-effectively and with a high degree of automation.

Results

- ✔ Scaled from 10 pilot applications to 200+ applications, ensuring over 100,000 deployments per year

- ✔ Shortened the development lifecycle from weeks to days

- ✔ Reduced the cost of developing software

- ✔ Improved DevOps coordination

- ✔ Automated and rapid, continuous development across the entire value chain

- ✔ Error-free development, faster application rollouts, enhanced control over the entire deployment process

- ✔ Created time for developers to build software and focus on development that adds business value

- ✔ Smooth, logical and predictable deployments

Background

Societe Generale is one of the largest European financial services groups. Global Banking and Investor Solutions (GBIS), one of the Group's three core businesses, brings together Corporate & Investment Banking, Asset Management as well as Private Banking and Securities Services. It focuses on long-term relationships with Corporates, Financial Institutions, Public Sector, Wealth Managers & Family offices, and High Net Worth Individuals, offering them a variety of services and integrated solutions tailored to their specific needs. At the core of Societe Generale's universal banking business model, this division is a leading international player present in over 50 countries with around 20,000 professionals servicing clients across the following businesses:

- Societe Generale Corporate & Investment Banking, a leading player in investment banking, financing, markets activities & investor services
- Societe Generale Private Banking, a major player in wealth management
- Lyxor Asset Management, the specialized asset manager fully-owned by Societe Generale
- Societe Generale Securities Services, among the top 10 global custodians and No. 2 in Europe

GBIS maintains and pilots the evolutions of 1500+ applications, be they customer-facing or in-house, manually written by internal developers or contract programmers. The applications are coded in various languages and frameworks, notably Java, .NET, and C++.

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> *- Amir Jaballah, Global Head of Continuous*
> *Delivery Platform at Societe Generale GBIS*

Awarded Best IT Team for Continuous Delivery

Since 2013, the GBIS IT Department has begun to transform "its way of doing IT" by adopting the Continuous Delivery model and practices. It's a key transformation program for the whole GBIS division that aims at automating and accelerating the development, testing and deployment of software, while optimizing the benefits for GBIS business lines and clients. A key linchpin is the close internal collaboration between the IT department and the business lines. The GBIS IT Department has already been awarded "Best IT Team" for its Continuous Delivery initiative by the 2014 American Financial Technology Awards (AFTAs). This award recognizes the GBIS IT Department's agility to globally adopt the practices of the Continuous Delivery model. In addition, Continuous Delivery is a strong linchpin for their business lines to continuously innovate and adapt faster than the competition. The group's ambition is to become a Continuous Delivery shop for 50% of GBIS managed applications.

"We usually work on many critical applications at the same time, and most applications have follow-the-sun constraints," said Amir Jaballah, Global Head of Continuous Delivery Platform at Societe Generale GBIS. "Our toughest challenge is to deploy these applications in a timely fashion without errors, which is difficult to accomplish when you use a mostly manual deployment approach."

Another important achievement for GBIS's IT Department is to boost its efficiency by ceasing to build and support in-house deployment tools, so that developers can focus on creating software that adds business value. "XebiaLabs' solution, XL Deploy, has been a perfect fit for our agile plans since it enables us to deploy applications cost-effectively and with a high degree of automation," he noted.

"Over the past few years, we have gone from 10 pilot applications to a global scope of 200+ applications, which implies ensuring more than 100,000 deployments per year," Amir explained. "Globally speaking, XL Deploy solution has become a core part of our application lifecycle management from development to production environments."

> **XL Deploy transforms the way enterprises release applications into middleware and cloud environments. The solution gives companies the ability to deploy applications automatically, safely, and reliably. XL Deploy has proven to be the fastest, most cost-effective, and most scalable way to deploy applications, particularly in complex multi-tier enterprise ecosystems such as GBIS.**
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> *- Amir Jaballah*

XL Deploy, a Value-added Solution for the GBIS IT Department

In order to fulfill its Continuous Delivery key objective, GBIS has chosen XL Deploy, the market-leading application deployment automation software solution. XL Deploy helps customers across all industries to drive financial and business value by automating application deployment, improving visibility and ensuring compliance while saving on operational costs.

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The Benefits for Societe Generale

"GBIS has been using XL Deploy for nearly four years and many benefits have been identified," said Amir. Key areas of improvement include error-free development, faster application rollouts, enhanced control over the entire deployment process and more time spared for developers to build softwares and focus on developing upgrades that add value to GBIS.

"XL Deploy allows GBIS to do rapid, continuous development across the entire the value chain," Amir added.

"With XL Deploy, everything we do is very smooth, logical and predictable," he said. "XL Deploy enables us to do many code updates per day, all safely driven, in an integrated way (ie. spanning concept, integration, testing and release). Developing new plugins for a wide range of technologies is a breeze. We have developed in-house plugins (Liquibase, PowerCenter, IIS, etc.) to perfectly fit our IT organization."

Amir said, "XebiaLabs' technology reduced the cost of developing software, improved DevOps coordination, and shortened the development lifecycle from weeks to days."

"As far as our DevOps and Continuous Delivery approaches are concerned, we have also implemented infrastructure as code through XL Deploy's integrations with Jenkins and Puppet. It's a strong enabler to tag application code and environments at the same time," Amir adds.

"The next step for GBIS with XL Deploy is to use the Satellite feature in order to optimize worldwide deployments." Now that functional integration has been completed and has proven to be efficient, the objective is to expand the solution benefits regionally, on a worldwide basis, namely in the Americas, Asia, Europe, the Middle-East, and Africa as a whole.

About XebiaLabs

XebiaLabs develops enterprise-scale Continuous Delivery and DevOps software, providing companies with the visibility, automation and control to deliver software faster and with less risk. Global market leaders rely on XebiaLabs to meet the increasing demand for accelerated and more reliable software releases.

The XebiaLabs DevOps Platform for Continuous Delivery at Enterprise Scale

Release Orchestration

Orchestrate, automate, and get visibility into release pipelines

Deployment Automation

Automate and standardize complex application deployments

DevOps Intelligence

Get unprecedented insight and decision support for your software delivery process

For more information and a free trial, please visit **www.xebialabs.com**.