



## **Societe Generale speeds up its digital transformation with Microsoft**

**Issy-les-Moulineaux, 23<sup>rd</sup> September 2014 - Today, Societe Generale and Microsoft announced that they have signed a strategic partnership intended to speed up the banking group's digital transformation. The contract with Microsoft covers operations worldwide, providing Societe Generale Group employees with the latest in office applications (Office 365) and groupware (instant messaging, videoconferencing, document management, etc.). It also supplies employees with a touchscreen tablet that will help them take advantage of professional mobile solutions and gain access to online services and data in addition to Societe Generale applications. The first wave of 90,000 tablets will begin to be rolled out in the first quarter of 2015.**

Societe Generale Group believes digital technology is a real catalyst for transforming both the banking relationship and the banking profession itself. It intends to call on all of its employees to speed up its digital transformation.

The agreement with Microsoft is part of this strategy: because of it, nearly 150,000 Societe Generale Group employees will have access to the latest applications, encouraging dialogue, fostering professional relationships, developing creativity among teams and improving the Group's performance.

This agreement falls under the framework of a general programme known as DigitForAll, which is intended to speed up the Bank's digital transformation while encouraging all employees to contribute to the process. DigitForAll involves deploying the latest generation of tablets, office solutions and groupware on workstations and adapting infrastructure and networks through actions such as installing WiFi in most Societe Generale Group offices. This programme also aims to lead a discussion on new professional uses for tablets and to develop an "SG Store" that uses a co-creation approach to offer new applications.

With the DigitForAll programme, Societe Generale Group intends to strengthen its leadership in terms of innovation and digital services, demonstrated by its position as top bank and No. 4 business on the "CAC 40 Digital Champions" ranking put together by Enjeux Les Echos magazine.

*"For 150 years, innovation in the service of our clients has been part of Societe Generale's DNA. New technologies make it possible to enhance the relationship we maintain with our partners and employees, and to provide added value for the clients of all of the Group's businesses. The success of Boursorama, a*

leading online bank, ALD's innovative ALD New Mobility solution and the Societe Generale app, which has been recognized as the best banking app in the world, bears witness to Societe Generale Group's commitment to the digital era. The DigitForAll programme and Microsoft agreement will help the Group take another step forward in building the bank of tomorrow", said **Françoise Mercadal Delasalles, Group Head of Corporate Resources and Innovation for Societe Generale Group.**

"All companies today are facing digital challenges. In competition with other businesses, they must also meet increasingly high expectations on the part of their clients. Microsoft's unique positioning combines technological business expertise and in-depth knowledge of digital practices, making it possible for us to support all of Societe Generale's transformation projects for the last eight years," explained **Nathalie Wright, Enterprise Partner Group Lead at Microsoft France.** "Societe Generale's programme has been developed based on a comprehensive vision of digital technology. It attests to the fact that this technology is now a key factor for competitiveness and growth, and is able to meet the challenges of specific industries such as the banking sector."

## **Societe Generale**

Societe Generale is one of the largest European financial services groups. Based on a diversified universal banking model, the Group combines financial solidity with a strategy of sustainable growth, and aims to be the reference for relationship banking, recognized on its markets, close to clients, chosen for the quality and commitment of its teams.

Societe Generale has been playing a vital role in the economy for 150 years. With more than 148,000 employees, based in 76 countries, we accompany 32 million clients throughout the world on a daily basis. Societe Generale's teams offer advice and services to individual, corporate and institutional customers in three core businesses:

- **Retail banking in France** with the Societe Generale branch network, Credit du Nord and Boursorama, offering a comprehensive range of multichannel financial services on the leading edge of digital innovation;
- **International retail banking, financial services and insurance** with a presence in emerging economies and leading specialised businesses;
- **Corporate and investment banking, private banking, asset management and securities services**, with recognised expertise, top international rankings and integrated solutions.

Societe Generale is included in the main socially responsible investment indices: Dow Jones Sustainability Index (Europe), FSTE4Good (Global and Europe), Euronext Vigeo (Global, Europe, Eurozone and France), ESI Excellence (Europe) from Ethibel and 5 of the STOXX ESG Leaders indices.

For more information, you can follow us on twitter @societegenerale or visit our website [www.societegenerale.com](http://www.societegenerale.com).

## Microsoft

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services, devices and solutions that help people and businesses realize their full potential. Created in 1983, Microsoft France employs 1,500 people. Alain Crozier is President since July 2012.

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