



GENIKI Bank Branches Enjoy Higher Productivity From Rapid Application Deployment

"With Citrix Presentation Server, every existing or new application became rapidly available to all users, without the need for major and time costing investments from the Bank for their development or modification. Now, we encounter **considerable cost reduction in application deployment and management**, as the instalment and configuration of our applications is centrally managed. Our **productivity** is taking another turn and our users receive an **improved quality service**".

GEORGE KARATASSAS,
Head of Network and Systems,
GENIKI Bank

GENIKI Bank

Member of Societe Generale, one of the largest financial groups in the euro-zone, with more than 90,000 employees and serving more than 16 million clients worldwide. Geniki Bank has its main data centre in Central Athens, Greece. The Bank has entered a new era and many new projects and initiatives are in progress especially in the current IT infrastructure.

THE CHALLENGE:

The project's major challenge was to provide a solution that would centralize and virtualize the core banking application to all branches services, as well as all other applications that tellers and branch back office personnel were using.

The IT areas involved in the project and the implementation of Citrix technology were:

- Active Directory
- Networking
- Client Upgrades to Windows XP
- Disaster Recovery

THE CITRIX SOLUTION: INSTANT, FAST AND SECURE ACCESS TO CRITICAL APPLICATIONS AND INFORMATION

GENIKI Bank in cooperation with Info-Quest, installed Citrix Presentation Server in order to deliver fast and secure access for its users to critical information and applications that were installed on the central server of the IT department.

The solution integrated the latest technologies in authentication, access control & encryption, which guaranteed with safety the critical Bank data and application transfer to users, wherever they are situated (any physical location in the Bank intranet).

The Citrix Presentation Server simplified branch migration to a native Active Directory Windows 2003 domain with all inherited security. It also shortened the migration planned schedule and avoided dependencies on branch hardware upgrade. There is more time now for IT operational projects and initiatives. All users can enjoy the benefits of application deployment and upgrades without losing valuable time as they did in the past.

Key Benefits

- Centralized Application Delivery
- Secure Application Access
- Simplified Information Access
- Maximum security as well as central management of critical data bases
- Considerable cost reduction in application deployment and management, as their instalment and configuration is fast and centrally managed
- Elimination of faults in application deployment resulting in multiple helpdesk assistance requests

"Before the introduction of Citrix Presentation Server in GENIKI Bank, there were lots and recurring problems in launching and maintaining the client tier of all our Banking systems. Especially whenever a new release or update had to be published to the Branch network PC's for a Banking system, we usually faced unsuccessful installations.

Hence, our Helpdesk had an increased number of requests as an aftermath of the recent publish.

We are now able to:

- instantly update the client executables
- monitor the client tier performance in case of poor application behaviour
- ensure efficient load balancing on our Citrix Presentation server farm
- ensure secured access to all systems, by connecting Citrix Presentation Server access policy with Microsoft Active Directory.

Using Citrix Presentation Server technology publishing and maintaining a new Banking system is now trivial" commented

Mr. STELIOS ANTONOF, Leader of Peripheral Banking Systems Support, GENIKI Bank.

GENIKI selected Info-Quest for the implementation of Citrix technology.

Info-Quest S.A. is Citrix Silver Partner, the official and sole Citrix Authorized Support Centre for Greece and the Balkans and the sole Distributor of Citrix to the Greek and Balkan market, with extensive experience and expertise in implementing large scale projects based on Citrix technologies, solutions and products.

Info-Quest SA

Established in 1981, Info-Quest leads the Greek IT Market with sales revenue reaching 287m€ in 2006. Company's core activities include the provision of Integrated Solutions, the implementation of Business Applications and the distribution of ICT products. Listed in the ASE since 1998, Info-Quest is the parent company of one of the foremost high-tech groups in Greece, with approximately 1200 employees and consolidated sales of 421m€ in 2006.

Network Environment

2 Citrix Presentation Server Farms in total:

- 1 Farm for productive environment
- 1 Farm for testing environment

Server Hardware:

- 28 IBM HS20 Blade servers have been used for Citrix Presentation Server - Intel Dual Xeon Processor 3,2GHz, 4GB RAM, 2x74GB HD



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About Citrix: Citrix Systems, Inc. (Nasdaq:CTXS) is the global leader and the most trusted name in application delivery infrastructure. More than 180,000 organizations worldwide rely on Citrix to deliver any application to users anywhere with the best performance, highest security and lowest cost. Citrix customers include 100% of the Fortune 100 companies and 98% of the Fortune Global 500, as well as hundreds of thousands of small businesses and prosumers. Citrix has approximately 6,200 channel and alliance partners in more than 100 countries. Annual revenue in 2006 was \$1.1 billion.

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