

[ THANKS TO BULL'S HPC-ON-DEMAND SOLUTIONS,  
SOCIÉTÉ GÉNÉRALE ALWAYS HAS ACCESS TO THE COMPUTING POWER IT NEEDS. ]

## Power on demand for Société Générale

To absorb extra demands  
and respond to peaks  
in workload.

High-Performance Computing (HPC) helps organizations constantly push back the boundaries of computer simulation, modeling and digital analysis; making it an essential driver for innovation and competitiveness. But in certain businesses, the opportunities it offers and ways it could be used are still sometimes hard to predict. The processing power that is needed can fluctuate considerably, depending on the circumstances and algorithms involved. This definitely applies in financial services, where the volume, nature and complexity of computations to be performed vary greatly in an especially dynamic context. Faced with this issue, SG CIB, Société Générale Corporate and Investment Banking, was looking for a solution that would give it both the performance it needed and great flexibility of use.

### A flexible, highly secure architecture

So SG CIB turned to Bull, whose HPC-on-demand offering corresponded to its demands: power, flexibility, responsiveness, high levels of security, commitment and cost control. Bull not only provides servers for processing but also network infrastructure, security, hosting and associated services. Not only the architecture itself, but also the way the services are delivered, are set up to absorb Société Générale's extra demands and respond to peaks in workload. So ultra

high-density systems can be made available to users very quickly, in a totally transparent way, to meet their changing needs, especially when they are carrying out complex calculations around share derivatives or risk management. This highly innovative approach responds perfectly to the needs of a business where the capacity for analysis and speed of decision-making make all the difference. The success of the initiative demanded a unique blend of creativity, flexibility and operational excellence from Bull, and it heralds the development of similar computing-on-demand solutions for other enterprises.

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