Bradesco

Customer: Banco Bradesco
Web Site: www.bradesco.com.br
Customer Size: 83,000 employees
Country or Region: Brazil
Industry: Financial Services—Banking

Customer Profile
Founded in 1943 and based in São Paulo, Banco Bradesco is the largest private bank in Brazil, with nearly 3,200 branches, 27,000 ATMs, and more than 51 million customer accounts.

Software and Services
- Windows Vista™ Business
- Microsoft Solution Accelerator for Business Desktop Deployment 2007 (BDD) Lite Touch
- Systems Management Server 2003

Hardware
- Toshiba Lince 2050

For more information about other Microsoft customer successes, please visit:
www.microsoft.com/casestudies

Banking Leader Updates Operating System for Enhanced Security and Productivity

"With the enhanced security capabilities of Windows Vista, Banco Bradesco will be able to position itself more competitively in the market."

Laércio Albino César, Vice President, Banco Bradesco

Business Needs
São Paulo–based Banco Bradesco, the first bank in Brazil to provide ATMs, was also the first to provide customer Internet banking. Today it supports an average 5 million ATM transactions daily, and 9.1 million Internet-banking users.

In that same innovative spirit, Banco Bradesco executives decided early on to migrate their highly mobile and widely distributed workforce from a largely Windows 98, Windows 2000, and Windows XP®, environment to the Windows Vista® operating system. With this move they envisioned a more seamless and powerful approach to security and more productive development and working environments.

Solution
In early 2007, with Microsoft Consulting Services, Banco Bradesco began to adapt two major line-of-business applications for use under Windows Vista Business on 50,000 new desktop computers.

To expedite the project, the deployment team used the Microsoft Solution Accelerator for Business Desktop Deployment (BDD) 2007, including tools such as ImageX, WinPE, and command-line utilities built into Windows Vista. The team also will use BDD 2007 Lite Touch, Systems Management Server 2003 for deployment of Windows Vista to its nearly 3,200 branch offices.

Benefits
Based on lab findings, the team expects a dramatically faster deployment than before to the branches: 18 minutes for each desktop, with no manual intervention, compared with two hours in the past.

Other anticipated benefits include the following:

- Greater productivity with the help of integrated Instant Search.

- Improved stability and higher uptime, thanks to User Account Control.

- Enhanced usability.

Windows Vista