



## Windows Vista Customer Solution Case Study



**Customer:** Caja Madrid  
**Web Site:** [www.cajamadrid.es](http://www.cajamadrid.es)  
**Customer Size:** 15,000 employees  
**Country or Region:** Spain  
**Industry:** Financial Services  
**Partner:** Informática el Corte Inglés

### Customer Profile

Founded in 1702 and headquartered in Madrid, Caja Madrid delivers a wide range of financial services to more than 6.7 million individual and business customers in Spain.

### Software and Services

- Windows Vista Enterprise
- Microsoft Solution Accelerator for Business Desktop Deployment 2007
- Microsoft Services

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## Leading Financial Institution in Spain Enhances Mobility, Productivity, Security

“With expanded support for Tablet PCs and tools like Windows BitLocker Drive Encryption, Windows Vista will help us boost mobility, productivity, and security.”

Desktop and Server Manager, Caja Madrid.

*By offering wide-ranging banking and financial services to individuals and businesses throughout Spain, Caja Madrid has become one of the top financial institutions in that country. To maintain its leadership position, the bank is committed to helping all its employees, including those who are mobile or branch-based, to work more productively and securely. Through its deployment of the Windows Vista® operating system, the bank expects to simplify day-to-day desktop and mobile computing for its employees and to enhance its data security.*

### Business Needs

In operation for more than three centuries, Caja Madrid is among the top four financial groups in Spain and is the country's second largest savings bank. The organization offers services in retail, investment, and private banking to individuals and to businesses of all types and sizes. It also offers asset management and brokerage, insurance, real estate, and capital funding for projects in public infrastructure, transport, renewable energies, healthcare, and leisure.

To meet long-range objectives in profitability and market share, Caja Madrid pursues ongoing initiatives for boosting growth,

improving customer service, and strengthening its technology leadership. Central to these initiatives is the effort to provide all of the bank's 15,000 employees the technology they need to do their jobs well—which also means supporting the more than two-thirds of employees who work at the bank's more than 2,000 branch offices or hold jobs that require a significant level of mobile computing.

### Solution

As part of its commitment to helping its employees work more productively and securely, Caja Madrid joined the Microsoft® Technology Adoption Program for the



Windows Vista® operating system in early 2006.

Through this move the bank prepared to install that operating system enterprisewide as an upgrade to its current installation of the Windows® XP Professional and Windows XP Tablet PC operating systems. With the help of Microsoft Services, the Windows product group, and partner Informática el Corte Inglés, the bank deployed Windows Vista to 100 client computers in its main office and at selected branches in late 2006, and continued wider deployment after that.

Using tools such as the Microsoft Solution Accelerator for Business Desktop Deployment 2007, the enhanced User State Migration Tool, ImageX, and Windows Imaging Format, as of mid-2008 the bank had installed Windows Vista on more than 4,500 desktop and mobile computers. The bank targets completion of the deployment by the end of 2008.

## Benefits

Caja Madrid anticipates a number of business benefits once it completes its deployment of Windows Vista, including the following:

- **Enhanced user mobility.** With the help of integrated mobility capabilities in Windows Vista, such as Sync Center, and expanded support for Tablet PCs, mobile workers at Caja Madrid will be able to work as easily as if they were in the main office, crunching numbers, developing strategic plans, directly serving customers, or whatever their job requires.
- **Increased productivity.** All Caja Madrid employees are expected to work more productively thanks to the Windows Aero® user interface and features such as Network and Sharing Center, Instant

Search, Scheduled Backup, and Windows Meeting Space. The bank also will implement User Account Control to grant selected employees access to powerful applications developed internally without jeopardizing stability.

- **Enhanced security.** Enhanced security is especially vital considering the highly mobile nature of the Caja Madrid computing environment and the need to comply with stringent internal policies. To maintain and enhance the robust security on which Caja Madrid and its customers depend, the bank will make extensive use of Windows Vista features such as Windows BitLocker™ Drive Encryption, and Windows Defender.
- **More efficient deployment.** Even after having deployed Windows Vista to just 10 percent of its client computers, Caja Madrid began reaping efficiency advantages from its deployment tools. With these tools, members of the deployment team anticipate a project completion that is 50 percent faster than past projects of comparable scope.