

## About the Santander Group

The Santander Group is currently the first-ranked financial institution in Spain and the second-ranked in the European Common Market, with 44.7 billion Euros in capital at December 31, 2003.

The Santander Group's worldwide operations are staffed by over 103,000 associates, of which 68% are located outside Spain.

Its share in the Latin American market is growing, and Banco Santander has an unprecedented history of acquisitions and sustained growth.

Operating for the past 18 years in Brazil with a record of great success and performance, it was strengthened in the Brazilian market through two important acquisitions that occurred during the course of the year 2000.

The acquisition of the Meridional Financial Conglomerate (made up of the Meridional Bank and the Bozzano Simonsen investment bank) and the acquisition of a majority shareholding in the Bank of the State of São Paulo (Banespa) are evidence of Santander's strategy for consolidation in Brazil, principally in the Southern and Southeastern regions, where it has established its base for growth.

## The IT Strategy

With the objective of constantly generating competitive points of difference that reflect directly upon the quality of the services provided, Banco Santander is constantly investing in Technology and in improving its business processes. As a concrete example, we can cite its CMM certification and the implementation of ITIL, which resonates directly in terms of increased security and reliability for the Bank's business.

Through strategic planning by those who manage Information Technology at Banco Santander, it is possible to predict in advance the consequences of increases in IT demand and their respective repercussions in the event proper measures are not taken, enabling managers to then decide in favor of seeking the solution that best meets the needs of the business.

## The Challenge

At that time, the software that supported the SCM (Software Configuration Manager) functions did not completely meet CMM requirements, and Change Management operations were still partly carried out manually.

Once this diagnosis was made and analyzed and a new scenario was projected, it became possible to assess the direct negative impact on the objectives for improving business processes and on the quality of the services that provide operational support, and the challenge was launched.

## The Solution

Through the development of a business partnership between Banco Santander and SCI Tecnologia da Informação, Serena's distributor in Brazil, a project was successfully implemented that combined Serena's "Change Management" solution (**Change Man ZMF** and **Change Man DS**) with improvements in internal processes (CMM & ITIL).

Nowadays the company controls the entire investment life cycle using tailor-made, automatic processes in keeping with business needs and fully achieving the objectives defined by the project.

## Benefits

### 1. Cost savings

- Reduction of approximately 30% in the time required to implement SCM (Software Configuration Manager) functions.
- Reduction of 75% in the process support team for SCM (Software Configuration Manager) and Change Management in the mainframe environment.
- Reduction in costs associated with the lessening of re-work due to loss of components or improper copies for the Production and Certification environments that impact the institution's business.
- Decrease in the incidence of operational errors in the Change Management process.
- Reduction of the need for successive compilations when migrating between the development, commissioning and production stages.

## Results

Results can be measured in terms of the awards received during the year from prestigious institutions and in increased revenues.

- Santander Banespa Asset Management was named by the *Exame* Guide to Investment Funds as the company having the best multi-risk fund management for 2004. Asset's investment function is supported by Change Man DS.
- In June of 2004, the bank received the E-Finance Award as the "Best Bank in Terms of Customer-Service Solutions Set" from the magazine *Executivos Financeiros* [Financial Executives].
- In May of 2004, the bank was named by the FGV's Brazilian Economics Institute IBRE as the "Best Retail Bank in Brazil". The replacement of the checking accounts system was made possible by employing Change Man ZMF controls in the modernization operation.



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