



# Crédit Lyonnais

## Crédit Lyonnais produces a large volume of highly personalized customer-facing documents using Adobe® solutions

### Crédit Lyonnais

- Retail and corporate banking services group serving French and international customers
- Location: Throughout France and 50 countries internationally
- Headquarters: Paris, France
- Founded: 1863
- Employees: 29,000

[www.creditlyonnais.com](http://www.creditlyonnais.com)

### Industry

Financial Services

### Solution

Web-based production of personalized customer documents

### Products Used

- Adobe Output Designer
- Adobe Web Output Pak
- Adobe Reader®
- IBM® WebSphere Application Server

### Company Profile

The Crédit Lyonnais Group offers retail banking, investment, and corporate banking and asset management services. The retail division operates a large network of branches and offers a comprehensive range of products and services to private individuals and business customers throughout France.

### Challenges Faced

#### Prepare IT infrastructure for Year 2000 issues and introduction of the Euro

1999 was a pivotal year for information technology (IT) organizations at most large companies. Crédit Lyonnais was no exception. The company had to prepare for the year 2000 and the introduction of the Euro. Given the scope of the challenges, IT executives decided this was an ideal opportunity to upgrade its 15-year-old client-server architecture to an Internet-based model.

#### Improve appearance of documents generated from back-office applications

The company wanted to leverage data in back office applications to automatically produce customer-facing documents of the highest quality. As part of the transition to a Web-based model, Crédit Lyonnais needed to adopt an automated document generation solution that integrated easily with backend systems to create quality documents, reinforcing the company's professional image."

#### Provide rapid, easy electronic access to personalized customer documents

Branch office staff needed to provide a range of personalized documents, such as loan quotations and application forms, to customers during or immediately after meetings. Crédit Lyonnais wanted to give its consultants an effective and flexible document publishing solution that could generate several thousand richly formatted pages every day. The ability to handle a variety of document types, such as pre-printed inserts and back-office generated material, was also a requirement.

#### Automate archiving of documents using bar codes

Archiving business documents pertaining to hundreds of thousands of financial agreements is a priority for any financial company. Crédit Lyonnais was operating a manual barcode system for archiving documents and wanted to automate the inclusion and capture of barcodes in order to streamline document archiving.

### Success Strategy

To meet these requirements and integrate the production of print-ready electronic documents into a Web-based IT infrastructure, Crédit Lyonnais chose Adobe Output Designer, Adobe Web Output Pak, and Adobe Reader software. The integration of the Adobe solutions with IBM WebSphere Application Server software was a straightforward process and was accomplished by the company in a short time.



"Adobe Output Pak is an excellent solution that does extremely well in our high-volume printing environment."

Sylvain Capgen,  
Project manager,  
Crédit Lyonnais

When an agent in a branch office needs to create a personalized form or quotation, they access the system via the Web and Crédit Lyonnais' WebSphere Application Server. Employees can fill in the relevant customer details on screen, and when finished, they can preview the document. Once this is approved, the application generates an XML data stream that is routed to the Adobe Output Pak print server. The system automatically populates the proper template with the required data and converts the finished file to a high-quality, print-ready Adobe Portable Document Format (PDF) file. The Adobe PDF file is downloaded to the agent's PC where it can be printed.

"The Adobe solution enables us to generate reliable, quality customer documents that our consultants can display and print out on demand, regardless of the layout, application, or printer they are using," says Sylvain Capgen, project manager at Crédit Lyonnais.

Barcodes are automatically generated and integrated into documents by the Adobe Web Output Pak. This enables the barcodes to be captured automatically, saving employee time and reducing the likelihood of errors when archiving documents. The print server is currently supporting 12 different applications, ranging from contracts to equipment loans.

## Business Benefits

- Generates professional-looking and personalized customer-facing documents
- Satisfies demands for rapid production of large volumes of documents
- Handles multiple document types and print formats
- Implements XML-based workflow for longevity and flexibility

The documents produced in branch offices by Crédit Lyonnais consultants using the Adobe solution adhere to corporate identity standards and project a professional image of the company to its customers. Careful optimization of the company's internal network architecture has minimized bottlenecks at the print server so that document creation and Adobe PDF output demands from thousands of branch offices can be reliably met each day. "Adobe Output Pak is an excellent solution that does extremely well in our high-volume printing environment," comments Capgen. "But the main factor in our optimization efforts has been the compact size of Adobe PDF files."

The ability of the document creation system and Adobe PDF to handle landscape and portrait orientation material on the same page means that consultants do not have to experiment with different hard copy formats, saving valuable time in customer meetings.

The XML-based workflow at the heart of the Adobe solution allows a good degree of future-proofing for Crédit Lyonnais as it is both flexible and universal. "We now have a standards-based document generation solution that ensures longevity, is easily scalable, and can be integrated seamlessly with our IT architecture without custom development," summarizes Capgen.

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