



Case Study

BRD & Medialine

Implemented by
Medialine Romania

Solutions implemented
CAS genesisWorld
Dedicated Medialine Portal

Technology
CAS Software AG

Company
BRD – Groupe Société Générale

Website
www.brd.ro

Industry
Financial Services · Banking

Deployment
BRD branches nationwide

Streamlining legal processes with a dedicated collaboration platform

The Challenge

In banking, legal processes are a critical step in the approval and management of various requests, including those related to lending. To respond quickly to demands coming from its entire branch network, BRD needed a digital solution that would:

- centralize and efficiently manage legal requests,
- reduce response times and the risk of errors related to internal workflows,
- maintain the highest level of security and confidentiality, specific to the banking environment,
- be easy to adopt by thousands of employees, without the need for extensive training sessions.

The Medialine Solution

Following a detailed analysis, Medialine Romania developed a customized platform for BRD, built on CAS genesisWorld technology and tailored to the bank's specific internal processes.

The implemented solution combines the advantages of a ticketing system with an intuitive interface and features dedicated to collaboration between BRD's branches and the legal department. Key benefits include:

✓ Automated legal workflows

Requests are captured, routed, and assigned automatically, significantly reducing resolution times.

✓ Simplified access for the entire network

Thousands of branch employees can use the platform with ease, thanks to an intuitive, easy-to-adopt interface.

✓ Transparency and traceability

Every request has a clear status, and the complete change history is stored and available, including for audit and analysis purposes.

✓ Balanced workload distribution

Requests are assigned automatically based on each legal advisor's workload and expertise, preventing overload and reducing turnaround times.

✓ Complete security

The platform runs exclusively within the bank's internal infrastructure and complies with all security and data protection regulations.

The Results

The new platform, developed by Medialine on CAS genesisWorld technology, has enabled BRD to significantly reduce the time needed to resolve legal requests.

Beyond faster resolution times, the implementation has delivered operational consistency and complete control over the process:

- every request is managed according to a predefined workflow,
- information is centralized and easily accessible,
- the legal process has become more transparent for both internal departments and management,
- management reports are consolidated within a single platform, providing real-time visibility into volumes and resolution times.

The new system is scalable and ready to be extended to other business areas, opening up the opportunity to digitalize additional processes within any organization.

»Medialine is a dynamic, creative team, adapted to today's constantly changing world. With commitment, dedication, and attention to detail, they always find the best technical solutions to meet the client's needs efficiently.«

Cristina Vilcu, Executive Legal Director, BRD – Groupe Société Générale

Client Profile

BRD - Groupe Société Générale is one of the largest Romanian banks by assets, market share, and capitalization on the Bucharest Stock Exchange. The bank serves more than 2 million customers through a network covering all of Romania. Its activities focus on retail, corporate, and investment banking.

BRD is present across all sectors of the economy, offering a broad range of services. The bank sits at the center of a financial group that provides, together with Société Générale's specialized structures, financial and operational leasing, asset management, and insurance services.

BRD is part of Société Générale, one of the most important financial services groups in Europe and a major player in the economy for over 160 years. The Group has approximately 110,000 employees in 58 countries and more than 27 million clients worldwide, operating through three complementary business lines that incorporate ESG offerings for all its clients:

- Retail banking in France, private banking, and insurance
- Global banking and investor solutions
- Mobility, international retail banking, and financial services

Medialine Romania

As an integrated IT services provider, Medialine Eurotrade SRL is part of Medialine Group, present in Germany, Austria, and Romania, with more than two decades of experience in implementing technology solutions for mid-sized and large companies. We stand by our clients at every stage of the project - from requirements analysis and concept development to IT strategy design and implementation - with ongoing technical support and dedicated team training programs. Our clients benefit from the expertise of an international group, delivered with a deep understanding of the Romanian market.

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