



Overview

Country: United States

Industry: Financial Services

Customer Profile

Central VA based dynamic banking upstart with over a billion in assets and growing at a remarkable rate.

Business Situation

Customer sought to develop an online service offering for customers to choose and a CMS based intranet / internet site for better dissemination of information.

Solution

To build from ground up a light weight CMS tool to drive content for both Intranet and Internet sites and an online client service offering.

Benefits

- Light weight CMS based system easy to support and extend.
- Customized workflow framework for content creation, review and approval.
- Scalable online customer service offering.

Software and Services

- Microsoft® Windows® Server 2003
- Microsoft® SQL Server 2000 Enterprise Edition
- Microsoft® Visual Studio .NET 2003 Enterprise Edition
- Rational Rose

Young and Dynamic Banking Firm strengthens its competitive advantage by rolling out an online client service offering and a custom content management system

A Young, Dynamic and Forward looking Banking institution with over a billion dollars in assets, sought to provide its customers a long requested feature so as to allow its customers to review and choose its varied service offerings online. The bank also required a new comprehensive and collaborative intranet which allows easier dissemination of information to all its employees. This intranet was to be driven by an extensible content management system which is tailored to their needs.



Custom Development Solutions
Business Process and Integration

Customer Profile

Primary Business: Young banking upstart with over a billion in assets, operating through 34 separate locations in Central VA and growing at a remarkable rate. It claims over 40% of the market share in Central Virginia.

Situation

With customer requests pouring in for a web based system listing and detailing the various client service offerings for review and selection, the marketing department decided to do away with the current outdated delivery system and develop a content management system that will allow it to be proactive in bridging the information gap with its customers and open new marketing opportunities.

The need was two fold. A system was required that will provide information to customers about the bank's varied service offerings as well as allow them to select the same. Once customer submits an online service offering request, it should be routed to a customer service representative for review and approval. He/she will then initiate contact with the customer directly to set up an appointment at the bank at a later date, if required.

A separate content management system should allow the HR and Marketing department to control and disseminate information to both its customers and employees as often as they choose.

Solution

The Data Concepts Advantage

Data Concepts LLC was chosen to undertake this initiative as well as to support First Market Bank's online growth and to strengthen its competitive advantage. Drawing experience and knowledge from a

varied array of past projects and clients, Data Concepts quickly assembled a requirements gathering team to adequately understand the needs of the client in this ambitious program.

With in the first week, the team put together an iterative implementation plan that covered critical solution elements such as budget, resources, effort, activities and responsibilities for the different iterations. A customized agile programming methodology, specifically suited to the project at hand was put together to deal with complexity and to sufficiently manage customer requirements.

Project Execution

First Market Bank and Data Concepts together, despite an aggressive schedule, were able to roll out a customized, extensible Collaborative Content Creation system that lends itself to the varied workflows and responsibilities defined with in First Market Bank. The tool helps its associates currently to efficiently diffuse information relevant to their functions in the least amount of time. The collaborative nature of the system also allows associates to file IT support tickets that are routed and tracked with respect to work flows defined. The same system also drives the content with in the First Market Bank website such that the bank is able to dynamically deliver information to its customers to make better choices for themselves.

Scalable Online Client Service Offering

Data Concepts also helped build an online application suite of service offerings that can be reviewed and chosen securely by the bank's customers. The application accepts applications over secure channels and aims to decrease the turnaround time for responses and additional questions by the First Market Bank's Support Center. A separate component also allows the

For More Information

For more information about Data Concepts, call (804) 968-4700. To access information using the World Wide Web, go to:

<http://www.dataconcepts-inc.com/>

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associates to monitor an application queue and to appropriately review and approve applications received, and for them to set up follow up visits for the customer. Customers on the other hand, can review, select and apply for a varied set of offerings including Checking / Savings Accounts, Money Market Accounts, Investment Accounts as well as make use of Bill Pay, Direct Deposit Features as well. The system provides a seamless integration over the variety of technologies which drives the back end infrastructure, while encrypting financial and private data when and where they are stored.

Benefits

- At the time of roll out, First Market Bank had emerged out of doing business the old fashioned way and embraced the new by bridging the technology gap that threatened to drive its customers away.
- Scalable Web based application to accept, review and approve customer requests for bank offerings.
- Centralized and web based content delivery system allowing HR and Marketing to reach bank employees and customers and there by take advantage of previously ignored sales channels.
- Reduction in enterprise wide support costs due to centralized nature of the content delivery system allowing business users to operate independently of IT.

Data Concepts

Data Concepts is helping clients around the world build a solid foundation for business growth. Our focus on delivering quality and realizing tangible results for our customers is paramount to our way of doing business. Here is why you should partner with us:

- Proven track record in delivering cost-effective turnkey solutions of the highest quality across diverse industries, across the globe, on schedule and within the budgeted cost.
- A large pool of skilled and experienced professionals drawn from diverse areas, ranging from systems and software technology to specific industry domains and business practices.
- A partnership approach to the management and execution of projects, ensuring a mutual alignment of goals.
- A proven and mature onsite-offshore methodology to meet the ever-shortening time-to-market expectations.