

Case Study



Implementing Bank Intelligence is a Strategic Move for Guilford Savings Bank

Bank Intelligence Solutions from Fiserv helps Guilford Savings Bank cut through the numbers to focus on results

The management team at Guilford Savings Bank has discovered the value of Bank Intelligence and its application to every facet of their operation. That's why each of them uses it extensively and how it has become a vital component of their strategic planning and budgeting processes.



Many banks that deploy Bank Intelligence Solutions from Fiserv and its BankAnalyst® applications take advantage of only a fraction of its capabilities and use it to address three or four specific issues. That's not the case at Guilford Savings Bank. BankAnalyst plays such an integral role in the bank's budgeting and strategy planning that every member of the management team is proficient in and a heavy user of the solution.

Guilford Savings Bank installed BankAnalyst in 2008 and one of its first uses was in preparation for a Board retreat to discuss the bank's future direction and strategy. For a previous session with the Board, Heather Hackley, senior vice president and CFO, used other resources like the FDIC website to conduct painstaking and time-consuming research. The management team later saw a demonstration of BankAnalyst and according to Hackley, "All the information I'd spent hours and hours gathering was there at the touch of a button."

A Focus on the Bottom Line

Tim Geelan, executive vice president, is the driving force behind Guilford Savings Bank's adoption of BankAnalyst and promotes its widespread use within the bank. "BankAnalyst enables us to hone in where we need to and focus our energy as



Guilford Savings Bank
Your Community. Your Values. Your Bank.

Client Profile

Guilford Savings Bank
Guilford, CT
Assets: \$398M
5 Branches
27,600 Accounts
Fiserv client since 1996

Guilford Savings Bank has been serving the financial needs of individuals, families and businesses on the Connecticut shoreline for over 135 years. Founded in 1875 by local business owners, Guilford Savings Bank has proudly stood as a trusted institution in the communities it serves.

Fiserv is driving innovation in Payments, Processing Services, Risk & Compliance, Customer & Channel Management and Insights & Optimization, and leading the transformation of financial services technology to help our clients change the way financial services are delivered. Visit www.fiserv.com for a look at what's next, right now.

a management team. I think that's the single most useful part of it. It helps us answer to the bottom line."

Recalling the preparations for that Board retreat in 2008, Hank Baum, senior vice president, notes, "Each member of the management team took a branch of the decision tree to present to the Board. It was a great way to really delve in to what BankAnalyst is capable of. We centered our strategic planning presentation to the Board around BankAnalyst."

Digging Deeper

Vice president Robyn Westerkamp oversees marketing and human resources and uses both the BankAnalyst® Market and BankAnalyst® Financial modules. Her endorsement is unequivocal, "I think these products are the greatest things since the invention of the wheel. For Human Resources, it is a great tool to discuss staff utilization issues to determine where the real efficiencies and inefficiencies lay. BankAnalyst Market gives us critical information on market growth potential and specific product type demand."

So what are the bank's future plans for its use of the BankAnalyst tools? Says Geelan, "We're concerned about the same issues as our competitors — where are interest rates going and market compression. Nobody has a crystal ball so it's really trying to position ourselves appropriately and Bank Intelligence is going to help us do that."

Challenge

A competitive market and a challenging economy leave little room for strategic errors.

Solution

Bank Intelligence Solutions from Fiserv.

Proof Points

- BankAnalyst offers a competitive advantage in a crowded field
- The bank is able to adjust its product mix to match market needs
- The BankAnalyst Market module helps the bank spot growth potential in different markets
- BankAnalyst Financial allows the bank to better allocate resources and optimize staff utilization

Connect With Us

For more information on Bank Intelligence, call 800-846-6681, contact your account manager, or visit www.bankintelligence.fiserv.com



Fiserv, Inc.
255 Fiserv Drive
Brookfield, WI 53045

800-872-7882
262-879-5322
getsolutions@fiserv.com
www.fiserv.com