



FUSION POWERED e-FINANCE™



RETAIL BANKING CASE STUDY

FIRST CITIZENS BANK

▶ THE BUSINESS CHALLENGE:

Create a new Internet banking system to provide customers with enhanced access, added functionality and more dynamic personalized content, while reducing maintenance costs and providing multi-bank online banking capabilities.

▶ SOLUTION:

Financial Fusion Consumer e-Finance Suite, powered by IBM systems

▶ RESULTS:

Added functionality, enhanced performance and the flexibility to grow and evolve into the future. Highlights include a 100% increase in concurrent user capacity, 30% increase in system uptime, and a 20% reduction in overall system maintenance.



FIRST CITIZENS BANK TAKES ONLINE BANKING TO THE NEXT LEVEL WITH FINANCIAL FUSION

First Citizens Bank is an \$11 billion regional bank serving consumers and small- to mid-sized businesses in North Carolina, Virginia and West Virginia. Founded in 1898 and headquartered in Raleigh, North Carolina, First Citizens Bank has nearly 350 branches. This growing institution also has presence as Atlantic States Bank in Georgia and Florida with 42 branches. First Citizens Bank recently announced plans to start a new division called IronStone Bank in Austin, Texas and Scottsdale, Arizona.

In addition to its branch locations, First Citizens Bank also offered its customers the convenience of banking online. It introduced its online banking service in early 1999 with a system built on the Edify platform. Unfortunately the Edify platform became obsolete after another online banking provider acquired the company in late 1999.

An Opportunity to Take Online Banking to the Next Level

“When we learned the Edify platform was being sunsetted,” explains Jeff Ward, First Citizens EVP, Retail Segment, “we decided to take it as an opportunity to see what other vendors were offering and what more we could do with our online banking site using another platform. We really distinguish ourselves by providing outstanding customer service,” adds Ward, “in our branches and contact center, and we wanted to use this occasion to take our online banking service to the next level. We wanted to ensure easier customer access to our online system, provide greater functionality with more targeted content and have the flexibility to grow and enhance the system over time to meet the growing needs and demands of our customers.”

Key Factors in Making the Decision: Ease-of-Use, Functionality, Flexibility and Integration Capability

The bank created an RFP detailing the key criteria for a new online banking system. The RFP was distributed to six companies, which First Citizens Bank quickly narrowed to three, including Financial Fusion.

“In evaluating these companies,” says Jeff Ward, “we looked closely at four or five major components. These included user friendliness for our customers, the ability to customize the user interface, how well each solution fit into our security infrastructure and last but not least, the financial viability of each company. We wanted to make sure there was a strong, long-term commitment for the online banking application on the part of the partner we selected.”



"Looking to the future, the Consumer e-Finance Suite gives us the potential to expand our system in just about any way we can imagine. More important, though, it's been very well received by our customers."

Jeff Ward, EVP Retail Segment, First Citizens Bank

SYSTEM CONFIGURATION

- Back-end systems include an IBM s/390® mainframe, a mix of MQSeries, CICS® and MVS® which run the back-end database servers for the Consumer e-Finance One-to-One Marketing, Profile, Alerts, Monitoring and Console databases.
- Online banking directly from multiple browsers and support for downloads into Intuit's Quicken or Microsoft's Money
- Financial Fusion Consumer e-Finance Suite runs on an IBM WebSphere Application Server residing on the IBM eServer pSeries™ (RS/6000® running AIX®) along with the IBM DB2® database.
- Integration of the CheckFree WebPay application allows users to maintain their online banking session while using the remote CheckFree application.

Financial Fusion Meets All Criteria

This evaluation process led First Citizens Bank to choose *Financial Fusion Consumer e-Finance Suite*.

According to Jim Cook, "we chose Financial Fusion because we felt very confident that their solution would meet all of our criteria and would fit well with our security and networking infrastructure. Financial Fusion's ability to support third party content and to integrate with our back-end IBM systems and other third-party applications was also key to our decision. Their use of Java provided the flexibility we wanted to grow, expand and enhance our online banking system over time. And we felt confident that Financial Fusion, with the backing of Sybase, would be around for a while."

The Right Decision... The Financial Fusion Team Got It Done

Financial Fusion's professional services team was another important factor in First Citizens Bank's decision. "Financial Fusion brought a very impressive implementation team to the table," adds Jeff Ward, "and their expertise gave us added confidence that this transition would be a success. The development and implementation processes went very well, and a lot of that had to do with the involvement of the Financial Fusion professional services team."

The First Citizens Bank online banking system powered by Financial Fusion is up and running and performing well. "It has the functionality we expected," says Cook, "and the integration with CheckFree has met our expectations. Maintenance requirements have also been reduced. Looking to the future, *Consumer e-Finance Suite* gives us the potential to expand our system in just about any way we can imagine including rolling out additional online banking in other areas. More important, though, it has been very well received by our customers."

First Citizens Bank will roll out the new online banking system to additional unrelated banks that outsource their online banking operations to First Citizens Bank. Here, too,

Financial Fusion is a true advantage for the bank. The entire implementation was built with this multi-bank requirement in mind. So rather than having to re-implement the system for each bank, only a limited number of components need to be modified, enabling hosted bank sites to be live, quickly and efficiently.

Consumer e-Finance Suite Overview

Financial Fusion Consumer e-Finance Suite is a complete, end-to-end solution for consumer retail banking on the Web. It fuses services, protocols and delivery channels together on a single platform, so customers get one-stop access to all of their finances, anytime, anywhere, on any Web or wireless device.

▶ ABOUT RETAIL BANKING SOLUTIONS

Financial Fusion's Retail Banking Solutions are designed to meet the online banking needs of the financial services industry. Our solutions offer multiple delivery channel banking services for both consumers and small businesses. We support account aggregation, banking and bill payment, customer care, EBPP, OFX/IFX, and cash management.

▶ ABOUT FINANCIAL FUSION

Financial Fusion provides integrated financial solutions to more than 200 of the world's leading financial institutions. Global alliance partners include IBM, Sun Microsystems, and SWIFT. The company supplies service and support in 60 countries and is a wholly owned subsidiary of Sybase, Inc. (NYSE: SY).

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