SilverLake System®
The Highly Customizable Commercial Banking Platform

“At the end of the day, SilverLake had the customization capabilities we needed to achieve our goals and ultimately help our bank grow.”

Pam Ihli
Senior Vice President & Chief Technology Officer
Citizens National Bank

Institution:
Citizens National Bank

Location:
Sevierville, Tennessee

Website:
www.cnbtn.com

Assets:
$930 million

Founded:
1973
Citizens National Bank is known by its community as the bank that never stops. Never stops growing, never stops innovating, never stops searching for newer and better ways to serve its customers. Since it opened its doors nearly 45 years ago, this community bank has time and again seen its asset size double every few years; and now sits just shy of $1 billion.

The secret to its success? Innovation. Citizens National Bank was an early adopter of Internet banking, launching its website in 1997 and offering online bill payment options as early as 2000 – outpacing the rest of the financial services market by several years. Determined to provide its customers with convenience as well as outstanding customer service, Citizens National Bank decided to migrate away from the core solution it had outgrown and move toward a core that would allow them customization and provide them with limitless potential.

Senior Vice President and Chief Technology Officer Pam Ihli explains below how SilverLake has filled the bank's need for customization, details their core selection due diligence methods, and describes the conversion process.

Jack Henry Banking (JHB): When did you realize you needed to look for an alternative core solution to CIF 20/20®?

Pam: CIF 20/20 is, without a doubt, a great core solution. But once we started getting close to hitting our $1 billion marker, we realized we had outgrown our CIF 20/20 core – there was a strong need for more customization and better reporting capabilities.

But deciding to convert to a new core system was just one piece of the puzzle. We had 15,000 online customers who would need to see exceptional value once we changed. To make sure that happened, we identified our primary goals and outlined a technology plan to stay relevant, which included keeping profitable customers by improving the online and in-branch customer experiences, finding new ways to generate fee income, remedying operational inefficiencies, and ramping up our mobile offerings.

We looked to SilverLake System because we already knew that it was a premier core solution. SilverLake integration could help us enhance our online and mobile channels, unify the customer experience across all channels (computer, tablet, smartphone, etc.), speed up account openings, and offer multiple payment methods, among other things. At the end of the day, SilverLake had the customization capabilities we needed to achieve our goals and ultimately help our bank grow.
JHB: Did you compare SilverLake to other core systems? What were the benefits of moving to SilverLake over another core solution?

Pam: Yes, even though we knew we were interested in SilverLake, we did our due diligence and hired a consulting firm to help us with the selection process. Over the course of nine months, we participated in user group meetings, attended conferences, and visited numerous banks. With the help of our consulting firm, we narrowed our search to three core providers and ultimately chose SilverLake, not just because of its highly-acclaimed core processing capabilities, but also because of its complementary solutions. When we saw Banno, Xperience™, and PowerOn®, we were blown away. The design of these complementary solutions was remarkable, allowing us to easily sustain anticipated growth and streamline processes. Another “aha” moment came when we attended a regional user group meeting and saw the roadmap for JHA Payment Solutions™ … that was a game-changer.

JHB: How long was the planning process for the conversion to SilverLake?

Pam: When it comes to core conversions, I have a mantra: “If you fail to prepare, then you are preparing to fail.” So, we prepared. We knew we had a long list of tasks to complete prior to the conversion (installing Banno, Xperience, SilverLake Teller Capture™, and other complementary solutions, as well as converting ancillary systems), so we created a Project Management Committee that met weekly to oversee the project plans of each department’s project leader. The committee consisted of the HR Director, CFO, Training Director, COO, and CTO. On our company intranet, we devoted a section to “Operation SilverLake” and posted benchmark dates, updates, training schedules, resources, and even a countdown clock. Our back-office personnel devoted countless hours to studying manuals and mappings. To top it all off, the Jack Henry Banking team was always available to answer questions. By test week, we had a thorough understanding of SilverLake.

JHB: Can you tell us a little about the mock conversion and the actual conversion process?

Pam: The mock conversion, otherwise known as test week, is an incredibly important part of the conversion process. It was seven straight 10- to 16-hour days, and it was worth every minute of it. The more staff you have validating the test data, the shorter the days become – until by the end, when everything is perfect. Conversion weekend was the final run, and it ran without a hitch. By Sunday morning, all ancillary systems were online and by Sunday afternoon, everyone was headed out the door. Of course, we all know the processing run on Monday night is the real test … the ticking time bomb. Know what happened Monday? Nothing. It ran as smoothly as it did during the final practice run in test week. The next morning, every single application was in balance.
CASE STUDY

JHB: Can you share with us some of the benefits of moving to SilverLake? What would you want to tell other banks that are considering moving to SilverLake?

Pam: When it comes to SilverLake, the biggest benefit to our bank is the level of customization.

To other banks converting to (or considering converting to) SilverLake, I would say a few things. There are some features of your old core solution that you may want to keep, so take advantage when the programmers are on-site. In the months prior to your go-live date, study your manuals and make sure you have a thorough understanding of how the system works. Spend time with your frontline staff to understand their pain points when servicing customers, and use that information to create your statements of work for any changes you want that would benefit processes. Know that your Jack Henry team will work with you in developing customization requests as well as make recommendations. Visit the JHA Marketplace™ in the client portal for PowerOns because most are free, and if you have jhaEnterprise Workflow™, there are several quality workflows in the marketplace as well.

SilverLake System® is a competitively distinct, extremely powerful banking platform that provides highly customizable, enterprise-wide automation designed for growth- and commercial-focused banks ranging from community banks to multi-billion, mid-tier institutions. Approximately 400 banks have entrusted their ability to attract, serve, and retain their customers to SilverLake including more than 30 percent of the domestic mid-tier banks with assets ranging from $1 billion to $30 billion.