



CASE STUDY

Jack Henry Banking® Suite of Products

"The functionality, customized reporting capabilities, ease-of-use, and robustness of SilverLake was our first big Jack Henry Banking 'wow'."

Todd Nagel
President/CEO
River Valley Bank

Institution:
River Valley Bank

Location:
Wausau, Wisconsin

Website:
www.rivervalleybank.com

Assets:
\$1 billion

Founded:
1967

Jack Henry Banking® Suite of Products

A Division of Jack Henry & Associates, Inc.®



"Jack Henry Banking allows us to get back to the business of banking, and put the focus where it should be: on our customers."

Todd Nagel

Since 1967, River Valley Bank has stood for a commitment to innovation – to providing its customers with cutting-edge technology and a unique banking experience. By taking the time to truly understand its customers' needs, and even coining the business mantra ICE (incredible customer service), this once \$500 million community bank has been able to grow its asset size to \$1 billion, expand its physical footprint to 15 branch locations throughout Wisconsin and Michigan's Upper Peninsula, and pioneer the way for online-only banking with its online division, IncredibleBank.com.

When River Valley Bank realized it was in need of a suite of highly integratable products and services that could keep up with its ever-expanding customer base, as well as help the bank keep its promise to always provide its customers with the latest in financial technological advancements, it looked toward Jack Henry Banking®.

President and CEO Todd Nagel explains below how Jack Henry Banking's suite of products and services has helped improve the bank's customer service and day-to-day operations, specifically speaking to the level of integration between their SilverLake System® core platform and Jack Henry Banking's complementary solutions such as Banno Mobile™, Synapsys®, and Yellow Hammer Fraud Detective™.

Jack Henry Banking (JHB): Can you tell us how the Jack Henry Banking suite of products impacts your business today?

Todd: River Valley Bank has been a Jack Henry Banking business partner since 2005, and we've always been over-the-top pleased with the products and services they provide – especially our core system, SilverLake System. The functionality, customized reporting capabilities, ease-of-use, and robustness of SilverLake was our first big Jack Henry Banking "wow."

Another product that has blown us away is Banno Mobile. Banno Mobile is a native iOS and Android banking platform that allows us to meet our retail customers' and business customers' demands for a mobile banking experience. With Banno Mobile, our customers can log in, check account balances, transfer money, initiate P2P payments, and more ... all with just one touch, and our customers are absolutely losing their minds over it. I honestly can't say enough great things about it – if Banno Mobile is ever looking for a spokesperson, I'll be the first to raise my hand to volunteer.

I really can't say enough great things about Synapsys, either, which is Jack Henry Banking's customer relationship management tool. We use Synapsys every single day, it's our living, breathing CRM. Our business bankers use it for pipeline management, our retail bankers use it to keep tabs on phone conversations, and then there's our mortgage bankers and sales managers – Synapsys just has been a fantastic piece of software for us, and it integrates seamlessly with SilverLake System.

I also have to mention Yellow Hammer Fraud Detective. Yellow Hammer Fraud Detective automatically monitors account activity to identify potentially fraudulent transactions before they happen, and it has paid us back probably a hundred times over in the alerts it has prompted and that we've been able to investigate as a result.

JHB: Can you tell us how Jack Henry Banking's suite of products has improved your bank's day-to-day operations and positively affected customer service?

Todd: By streamlining our end-of-day processing, Jack Henry Banking allows us to be a true financial institution – as opposed to a data processing company. Jack Henry Banking allows us to get back to the business of banking, and put the focus where it should be: on our customers. In fact, because we're most likely going to be in acquisition mode over the next 24 months, we have decided to switch from in-house processing to Jack Henry Banking's outsourced environment, JHA OutLink Processing Services (JHA OPS). With this decision, we will no longer have to worry about end-of-day, end-of-quarter, end-of-year ... instead, we can concentrate on onboarding our new customers.

JHB: What are the compelling business reasons or competitive advantages produced by partnering with Jack Henry Banking?

Todd: The accessibility of support staff and middle and upper management at Jack Henry Banking is paramount, as is the level of innovation we've come to expect of Jack Henry Banking products and services. Over the last few years, the banking industry has completely changed. All of the rules have been rewritten. So for us to be on the cutting edge, we need a partner like Jack Henry Banking who is willing to explore opportunities with us so that at the end of the day, our customers end up with an easier and more enjoyable banking experience.

JHB: Can you tell us a little bit about your online division, IncredibleBank.com?

Todd: IncredibleBank was founded in 2009, and was borne of a head-scratcher: at River Valley Bank, we couldn't grow our core deposits fast enough to match our loan growth. We decided to create a national distribution model that was a wholly electronic experience and served a niche market. For our niche market, we decided on luxury motor home financing (motor coaches can hit as high as the \$2 million mark); we targeted all 50 states; and now, IncredibleBank is our third-largest asset-size bank, out of 15.

JHB: Can you share with us how Jack Henry Banking was able to assist with IncredibleBank.com?

Todd: With such an ambitious business model, we knew we needed the best software we could get our hands on. Partnering with Jack Henry Banking on this venture was a no-brainer.

JHB: If you would recommend SilverLake System to other banks, what is the most compelling statement you would make to another institution considering a conversion to Jack Henry Banking?

Todd: To us at River Valley Bank, Jack Henry Banking is more than just a vendor – they're a business partner. Through and through.



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Jack Henry & Associates' original business line was founded in 1976 to provide banks with off-the-shelf banking software. More than three decades later, Jack Henry Banking is a leading provider of the integrated technology platforms banks need to process financial transactions, automate business processes, and manage mission-critical customer and business information.

We now serve as the primary technology partner for approximately 1,100 banks ranging from community banks to multi-billion-dollar, mid-tier banks and multi-bank holding companies, including approximately 15 percent of mid-tier banks with assets ranging from \$1 billion to \$30 billion.



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