

## Case Study



### Prosperity Bank®

#### Solution Supports Texas Bank's Growth Through Multiple Acquisitions

Requiring a system that would support its growth and operational efficiency objectives, Prosperity Bank selected the Precision® bank platform from Fiserv to replace its existing core software and initiated a valuable strategic partnership.



Prosperity Bank has grown substantially since converting to Precision in 2003. The bank has completed 18 bank acquisitions and increased its assets from \$1.8 billion to \$9 billion.

#### Foundation for Outstanding Growth

Such growth can present challenges, but the flexibility of the entire Precision system continues to be a critical foundation that supports the company's expansion. With a rising number of accounts and transactions, equipment such as the IBM p6 570 server has enhanced processing time to satisfy changing business demands. One configuration in particular improved processing speed by nearly 50 percent.

According to Dan Rollins, president and COO of Prosperity Bancshares, Inc., Fiserv is one of the organization's most important strategic partners, providing consistency, reliability, and efficiencies through solutions that integrate with the Precision core. Supporting its growth objectives and further streamlining processes, Prosperity Bank also uses Business Process Manager, Internet Banking, CheckFree® RXP®, Integrated Teller™ and Director™ for Precision.



**PROSPERITY BANK®**

#### Client Profile

Prosperity Bank, the \$9-billion bank subsidiary of Prosperity Bancshares, Inc.®, is based in El Campo, Texas. Seeking to develop deep customer relationships based on service and convenience, Prosperity Bank serves mainly consumers and small to mid-sized businesses. The organization offers 158 full-service banking locations in South, East and Central Texas, including Houston, Dallas, Fort Worth and Austin.

The bank's growth and performance have garnered national recognition. In recent years, it has been named to various industry Top 100 lists and other rankings of top-performing financial institutions.

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## A People-Driven Partnership

Not only has the Precision system helped the bank meet business objectives, but the team of people behind the product has been instrumental in Prosperity Bank's success.

"When you do multiple conversions as we have, you find that every bank tends to operate a little differently, which can be challenging. But the Precision people are always up to speed very quickly," states Rollins. "They make sure we can handle things efficiently, and that we have what we need from a hardware and software perspective."

It's important to Rollins that the vendors working with Prosperity Bank emulate the customer-focused, disciplined and caring culture the bank fosters among its own employees. Rollins has found this with Fiserv, especially when working with the Precision conversion team over the years. "We get the same type of customer service beliefs and culture back from them. They care and are people-driven, no matter who you talk to," says Rollins.

With its core banking platform complemented by an array of Fiserv solutions and outstanding conversion services and support, Prosperity Bank values its partnership with Fiserv. "As we've grown, Precision and the folks from Fiserv who support it are always there for us. We like that," concludes Rollins.

## Connect With Us

For more information about the Precision bank platform from Fiserv, call 800-872-7882 or contact your account manager.



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## Challenge

With growth and operational efficiency as key objectives, Prosperity Bank needed a flexible core system that could proficiently handle an increasing number of accounts and transactions. The organization also sought a solution supported by those who share Prosperity Bank's philosophy, which promotes a customer-focused, disciplined and caring approach.

## Solution

Implemented in 2003, the Precision system has given Prosperity Bank the scalability it requires for continued growth. Even as the number of accounts and transactions have increased substantially over the past several years, processing performance has been optimized. Fiserv works closely with bank staff members to ensure that all technical and support needs are met during every conversion.

## Proof Points

Acquiring 18 banks in six years, Prosperity Bank has realized significant value from its partnership with Fiserv. Benefits include:

- A scalable Precision system that accommodates growth through multiple acquisitions
- Collaboration on optimal hardware configurations for enhanced performance and processing times
- Integration with other Fiserv solutions to help streamline processes
- Outstanding, dedicated service provided by Precision conversion teams