

Case Study



West Texas National Bank

Bank Significantly Enhances Board and Executive Reporting with Business Analytics for Precision®

Providing comprehensive board and executive reports has always been important to West Texas National Bank, but the reporting process proved to be time-consuming. With Business Analytics from Fiserv, the bank transformed this function and realized considerable savings.



Needing a more customized, automated approach to put crucial data from Precision directly in the hands of decision makers, the bank chose Business Analytics, which supplies consistent metrics across the enterprise, while simplifying information management and report distribution.

Immediate Efficiencies

Seeking quick results from the 2008 rollout of the solution, Art Hobbs, SVP and COO, created loan reports and scheduled them for automatic email distribution to loan officers each morning. As a result, the hassle and cost of locating printed reports was eliminated.

WTNB established snapshot reports and simplified executive-level details for its president, Keith Moore. Previously, he reviewed several items on a printed statement of financial condition and then disposed of the paper document. Now, a custom report is emailed to Moore's smartphone before work each day. "At 6 a.m., he can look at the report while he's brushing his teeth," notes Hobbs.

Boosting Board Reports

Hobbs calls the bank's past board reports "a hodge-podge of reports put together with a big staple." Revamping these



Client Profile

The merger of three independent banks in 2000 resulted in the newly chartered West Texas National Bank. The Midland-based bank now holds \$529 million in assets as it serves retail and business customers from 11 locations. A progressive bank with roots dating back to 1904, WTNB uses the latest technology to provide friendly and personalized customer service.

In addition to being a force in the local community bank market, WTNB successfully competes with top-tier national banks for financially sophisticated commercial and public funds customers.

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Fiserv, Inc.
255 Fiserv Drive
Brookfield, WI 53045

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

reports was a key objective for WTNB, so Hobbs took a thorough approach and collaborated with Fiserv on report authoring.

"We designed our new board reports to be one size, font and format for a greatly improved presentation," says Hobbs. "A comment from our chairman affirmed we made the right decision. He really liked the board report, something our CEO had only heard three times in 30 years."

Business Analytics sparked significant time savings for two bank executives who compile board reports. "It used to take two to three weeks to put the entire board package together in Excel and other formats. Now, with Business Analytics, we essentially have the board report generated in two days, including its printing," says Hobbs. Rather than worrying about spreadsheet formatting, executives focus more on their jobs, such as determining what securities to purchase.

WTNB also gathers data in new ways, producing additional sophisticated reports that simplify management of the bank's finances, as well as risk and compliance. "We have some projection data that we previously hadn't been able to procure," says Hobbs. In addition, WTNB automatically generates complicated reports on real estate loan-to-value ratios.

Looking Ahead

The bank's next major Business Analytics project will make over reports for branch managers, giving them information to run their branches better. Leveraging data intelligently, WTNB once again demonstrates its successful use of technology to address a critical business need.

Challenge

The Precision bank platform provided West Texas National Bank with important data for reports; however, the team at the bank sought a better way to manage and distribute information. Staff needed consistent, automated delivery of reports.

Solution

The bank implemented Business Analytics for Precision, a solution that offers user-friendly, robust report authoring, and enables presentation of report information in intuitive maps, charts and gauges. The solution provides enterprise-wide access to critical business intelligence in a concise and easily understood format.

Proof Points

West Texas National Bank significantly boosted the quality and distribution of its reports in many ways:

- Simplified the president's daily report, now accessible by email before work
- Enhanced board reports, giving them a consistent format
- Reduced the time needed to generate board reports by more than 80%
- Streamlined report distribution to loan officers
- Trimmed printing and paper costs
- Added new reports, providing valuable projection data for bank leaders

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