

TANDBERG CUSTOMER PROFILE

**Stillwater
National Bank**



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DAVID DIETZ
STILLWATER NATIONAL BANK
CHIEF INFORMATION OFFICER

TANDBERG has helped Stillwater National Bank (SNB) manage rapid growth and develop their unique industry specialization and lending practice while retaining a highly effective team.

THE CHALLENGE

“When you’re a growing company, you can’t afford to be away from the office,” says David Dietz, Chief Information Officer, for Stillwater National Bank. “And with our rapid expansion, we needed to find a way to stay connected without the time and travel interruptions.” SNB stands out as a company that can identify the winds of change and navigate them profitably. Begun more than 100 years ago, the bank has weathered many difficult economic times, including the more recent economic downturn of the 80s and early 90s.

In recent decades, SNB’s philosophy has helped position the bank for growth and acquisitions. SNB acquired a few failed savings and loan locations, allowing them to expand to Oklahoma City and Tulsa, 80 to 100 miles away. The bank branched out into Texas and added a sister bank in Kansas. They have also converted a small San Antonio bank and merged it into SNB. “Videoconferencing allows the bank personnel to participate in weekly deposit sales meetings and loan meetings,” explains Dietz.

“We’ve undergone a lot of changes since I joined the bank in 1997, growing from \$750 million to our present holdings of \$2.2 billion. We’ve almost tripled in size. The bank is emerging into a strong commercial bank. And, we specialize in the medical community, providing financial solutions to healthcare businesses or medical professionals.”

The strategy of the bank includes expansion into other markets that have growing medical communities. Management of that growth and retaining a feeling of cohesion between branches became the primary drivers for a visual communication solution. “With the addition of more branches and new people,” notes Dietz, “we needed more effective ways to keep people included and plugged in. We wanted to retain our excellent staff and ensure they could establish and maintain the relationships that would help them perform at peak.”

“However, travel for the weekly sales meetings was becoming prohibitive,” continues Dietz. “Operationally, we needed to both include everyone in meetings where they could see and talk with each other, and yet remain operationally centered on our local branches to keep our costs down. So we started investigating video.”

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Stillwater National Bank Uses TANDBERG for:

- Weekly sales meetings to share pricing, rate changes, account development strategies
- Multi-department meetings, including sales, marketing, our treasurer, executives and more
- Interviewing potential new hires – upper level managers and executives can interview new hires for distant branches in other cities
- Specialized expertise – advisors in unique specialties are made available to all SNB branches via video
- Credit underwriter meetings, to discuss pros and cons of various loan programs
- Human Resource training sessions
- CEO all-hands meetings

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THE SOLUTION

The Stillwater National Bank selection team evaluated visual communication solutions. "The quality, ease of use and features of the TANDBERG solution were the best value for our needs," states Jacob Mays, Application Manager, Stillwater National Bank IT Division.

Why Stillwater National Bank selected TANDBERG:

- Best quality video and audio – even at lower bandwidth speeds
- Ability to plug in PC's and easily share content, as well as, view meeting participants
- Standards-based compatibility
- Central management via the TANDBERG Management Suite (TMS)
- Proven security infrastructure
- A range of endpoints for every environment

"From an IT standpoint," says Mays, "our executives often come into a meeting wanting everything ready to go. TMS allows us to schedule and manage those video conferences, making sure there are no problems when everyone walks in and making sure everyone stays connected during the conference."

SNB also appreciated the TANDBERG scalability. "We liked that we could start small and not lose any of our investments as we got bigger," says Dietz. "We've added cameras, Multipoint Control Units (MCUs) and other equipment as we have grown, and we are still using our original equipment. The incremental, standards-based model works well."

THE RESULTS

"I think there's a much more personal connection with videoconferencing," notes Dietz. "We have a better feeling of cohesion among the teams and branches, thanks to our TANDBERG solution. And although they could manage with an audio call or web conference, they've come to prefer the videoconference. They're using the system for more than just transmitting information. The big deal is that it's making our remotely located smaller offices feel like they're part of the organization, rather than just stuck out off to the side. On a videoconference you get to know each other, recognize their faces and there's both eye contact and a feeling of inclusiveness."

For the future, SNB is looking to implement TANDBERG's Real-Time Advisor™ which will allow open kiosk based services in bank lobbies. "Through videoconferencing you could speak with one of our specialized service professionals located in Oklahoma City, no matter where you are in our network. It could improve services and reduce wait time for customers," says Dietz. Dietz also adds, "In the event we do more acquisitions in the future, we plan to keep everyone involved and informed by utilizing videoconferencing."

Visual communication has allowed Stillwater to have the best of multiple worlds: it allows the organization to obtain increased commitment from employees and keep their knowledge base for a longer time. At the same time, the bank has centralized its operations and kept costs low. And, there has been a lot of sharing of knowledge and information that couldn't otherwise happen across large geographic distances, on an audio-only conference call, or thru multiple meetings because of the expense of travel.

"Videoconferencing allows you to be more nimble, respond to changing customer needs and build relationships more consistently. By sharing expert resources, using video as a follow up for customer communications and increasing the quality of the services we provide, we stay focused on the relationship," states Mays.

Dietz agrees that the value of the TANDBERG solution has gone far beyond reduced travel costs and increased convenience. "In banking, building a trusted relationship is a big part of our business. Financial management is a long term proposition, and our TANDBERG visual communication system has supported and improved our capacity to establish, maintain and improve relationships – both internally with our team and externally, with partners and clients. As we continue to grow, TANDBERG will help us keep the communications open."