



HEARTLAND BANK & TRUST

Community Bank Reduces Costs and Increases Accountability

Faced with regulatory requirements, strained physical resources, high customer service standards and exceptional growth, Heartland Bank and Trust Company (Bloomington, IL) realized paper-based processes were not up to the challenge of maintaining the competitive edge. With 22 branches spread across 26 counties and assets in excess of \$800 million, this community bank began evaluating how ECM (enterprise content management) technology would help address these challenges and improve information sharing between locations. "A big concern was customer satisfaction," says Tim Owen, VP at HBT. "We wanted to convey a very professional image. People don't expect to wait."

Fortunately, HBT had senior management support for a strategic technology initiative that would support both the personal touch community banks offer and modern services touted by commercial competitors. "We knew in the long run we wanted to offer a solution across the entire enterprise," comments Owen. "But it happened much faster than we ever anticipated." After evaluating several vendors and visiting a similar bank in Bloomington, HBT chose systems integrator PROFORMANCE, Inc., an authorized OnBase solution provider.

OnBase is an integrated suite of enterprise content management software solutions including core capabilities in document imaging and workflow, COLD/ERM and records management. Because of its modular design, OnBase can be implemented gradually, driving incremental value and supporting end users acceptance by allowing phased changes.

Among the criteria that set PROFORMANCE's OnBase solution apart from others was ease of use and an understanding of the community bank's business needs. "We knew we wanted to

make an investment in a solution that would be appropriate for users on the retail side," notes Owen. "We looked at one 'banking solution' that treated an entire 300-page loan file as a single document. PROFORMANCE was much more conscious of our needs."

Lending Solution Proves ECM's Enterprise Value

"We started with loans, mainly because we were running out of space," comments Owen. "We were potentially looking at purchasing new buildings and vaults. It just didn't make sense not to go paperless." After closing, consumer and mortgage loan packages are sent to HBT's central scanning operation where they are scanned using hardware from Böwe Bell + Howell and Fujitsu Computer Products of America. Over the past two years, HBT has also scanned its entire backfile of loan documents.

Using software utilities created by PROFORMANCE, bar code separator sheets are generated and inserted into loan files to index documents, eliminating the need for employees to manually enter that data. Additionally, a host synchronization process keeps the OnBase system in sync with the Silverlake® host system from Jack Henry & Associates, Inc.

Once in the OnBase repository, loan files can be retrieved in one of two ways. Using the OnBase retrieval dialogue, users can search by keywords such as loan number or customer name. However, documents can also be retrieved directly from fields in Silverlake, using the OnBase Application Enabler module. Recently implemented at HBT, Application Enabler links items in the OnBase repository to fields in line-of-business applications. Point-and-click configurability lets organizations using Application Enabler quickly and inexpensively

AT A GLANCE

Heartland Bank & Trust Company, a fast-growing 22-branch community bank, implemented a content management system that integrates with its core application to increase productivity, improve customer service, support corporate accountability and disaster recovery strategies and reduce costs for physical storage.

BENEFITS

- Eliminates the need to increase physical resources allocated to document storage
- Supports increased volume of business without increasing staff
- Reduces time associated with document retrieval and other processes, improving customer service
- Enables multi-user access to relevant documents from any of 22 branches
- Complements compliance and accountability initiatives such as CIP and field audits
- Meets the needs of virtually every business unit while preventing unauthorized access to privileged documents

APPLICATION

- Enterprise-wide

ONBASE SOFTWARE

- COLD/ERM
- Desktop Document Imaging
- Production Document Imaging
- Application Enabler
- Web Server

COMPLEMENTARY PRODUCT INTEGRATIONS

- Jack Henry & Associates, Inc. Silverlake® core processing application
- Böwe Bell and Howell document scanners
- Fujitsu Computer Products of America document scanner
- PROFORMANCE Productivity Suite and INFO-ACCESS

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image-enable a variety of transactional applications.

The next phase of HBT's lending solution is the implementation of PROFORMANCE's INFO-ACCESS system. INFO-ACCESS integrates document imaging with a sophisticated collateral and loan document tracking system, eliminating manual data entry tasks and streamlining loan operations. The combination of OnBase and INFO-ACCESS allows loan officers to maintain HBT's high level of service with less labor.

Soon after the loan scanning project went live, Owen received a purchase order from the Trust Department for yet another photocopier. Because of the high value of the transactions and a mandate to implement a backup strategy, the Trust Department was making multiple copies of documents and needed additional hardware. Instead of a new photocopier, the Trust Department installed an OnBase solution to scan and manage these documents as part of the searchable OnBase repository.

OnBase was also part of HBT's initiative to comply with CIP (customer information procedures) mandated by the USA Patriot Act when it became law in 2003. The entire deposit process is now paperless, from signature cards to deposit slips. By converting its existing COLD/ERM system from TREEV LLC, HBT can also make report documents such as statements part of the OnBase repository and use OnBase cross-referencing tools to link those reports to related documents. As a result, tellers have tools to help them prevent fraud by having signature cards immediately available. They can also provide fast, on-the-spot customer service. In addition, HBT can use Application Enabler to support access to this information by selecting a field in the Silverlake customer file.

In addition to traditional banking services, OnBase supports other business units and operational departments. For example, in 2003, HBT opened a full Agriculture Department that manages farms and buys and sells property. From its inception, that department has been paperless. OnBase is also used to manage scanned documents and electronic

reports for the Human Resources Department, Corporate Offices, Marketing, Accounts Payable, Board of Directors, Contracts and Operations. Investments are all managed paperlessly, and HBT's holding company also uses OnBase. The OnBase solution even allows HBT to pursue an additional revenue stream by offering outsourced processing services to other banks. "When it comes to adding departments, there's nothing to it from an OnBase standpoint," says Owen. "It's overcoming the mental hurdle. But once they see the system and the advantages it offers, users begin to sit down and brainstorm even more ways they can use it."

Support Corporate Accountability and Increase Volume at Reduced Cost

Despite the fact that approximately 250 users have access to a system encompassing more than 3.5 million privileged documents generated in just a few years, OnBase security features prevent unauthorized access. Administrators can easily configure rights for individual users and user groups to set strict limits on the ability to perform specific functions or view documents. Unlike paper documents, OnBase documents include a document history that allows management to see who has seen or modified a document.

Eliminating paper files has also improved the auditing process. Instead of devoting staff to gathering the paperwork required in a recent field audit, HBT simply granted the auditors an OnBase ID that was revoked after the audit was completed. Besides cutting the time and disruption associated with an audit, this solution was also received a positive response from auditors.

The operational efficiencies realized from the OnBase solution are complemented by hard dollar savings as well. "Through mergers, acquisitions and startups, we've increased our volume of business without increasing staff," reports Owen. "We've also had no big surge in paper and paper storage costs. We added six branches, and I didn't have to go out and buy more fire files. For a bank, that's a big deal."

OnBase[®]

a Hyland Software solution

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