

Case Study

First National Bank in Sioux Falls

100 South Phillips Avenue
Sioux Falls, SD 57104
(605) 335-5200
www.fnbsf.com

Profile:

Much has changed in the world of banking since First National Bank in Sioux Falls, South Dakota, was founded more than a century ago. Today, First National Bank is a commercial, family-owned community bank with 12 branches, \$619 million in assets and 250 employees whose automatic teller machines offer customers the convenience of banking 24-hours-a-day, while computers and software enable bankers to work more efficiently. Since First National adopted INVISION from Response Technology, Inc., for report generation, the bank has improved its analysis and reporting capabilities significantly.



"INVISION is easy to learn and easy to use... and helps us determine which products and which strategies are most successful."

***Dave Eikenberry
SVP/Operations***

● A Smarter Way to Create Reports
INVISION



“We love INVISION,” says Steve Waugh, the bank’s computer room manager. “With INVISION, employees have an easy-to-use tool that gives them immediate access to reporting. They no longer have to rely on the computer room.”

About four years ago, First National Bank in Sioux Falls adopted INVISION from Response Technology. “We heard about INVISION and took advantage of their free 30-day software trial,” says Steve Waugh, who supports the bank’s software. “As soon as the software was installed, we were immediately sold on it. When you see a good product, it sells itself.”

Today, 25 users throughout the bank rely on INVISION to create about 200 different reports — from customer profitability to loan reports.

Recently, a senior manager requested a report that included customer names, all types of accounts for each customer, and their current account balances. “We were able to generate that report with INVISION in five minutes,” Waugh says.

When INVISION was installed, First National Bank in Sioux Falls’s staff raved about the training they received from Response Technology. “Response Technology’s staff is very knowledgeable,” Waugh says. “The company also offers strong support and training. We asked them to return about a year ago to train new employees.”

The INVISION product also enables easy customization. What’s more, when First National Bank in Sioux Falls suggested a way to schedule report generation, Response Technology integrated that feature into the software.

INVISION also offers the convenience of saving previous databases. The bank keeps a year’s worth of month-end datasets on tape and maintains the previous five month-ends of data on disk. “For example, we can access data from the previous quarters or year-end, enabling us to generate reports on growth during the past four quarters.”

Among the bank’s many departments, the audit and loan staffs rely heavily on INVISION. Sandra Toal, loan operations officer, runs 30 different reports — from loans tied to different prime rates to reports with responsibility codes for specific loan officers, and more. “The ability to schedule when the reports run saves me a great deal of time,” Toal says. “Running mainframe reports required waiting overnight. I can get INVISION reports in five minutes. With the mainframe, I couldn’t get my reports to pull, look, or run the way I wanted to see them. INVISION is user-friendly and easy. I get immediate results formatted to meet my needs at my fingertips.”

“We have yet to find a downside to INVISION,” Waugh concurs. Reporting is instantaneous and at your PC when you request it.”

Response
T E C H N O L O G Y

For more information on how INVISION can make ad-hoc reporting work for you and your institution, call or write us:

Response Technology, Inc.

(425) 254-8687

304 Main Avenue South, Suite 304

(800) 523-5204

Renton, WA 98055

(425) 254-8612 fax

info@responsetech.com

www.responsetech.com