

Case Study

National Bank of Middlebury

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Profile:

The National Bank of Middlebury has 10,000 customers, \$150 million in assets, and employs about 60 people in its two branches in Middlebury, Vermont, and one in nearby Bristol. When the bank was founded in 1831, providing for the physical security of the bank's vault was one of its biggest challenges. Today, bank employees are more concerned about network security and having reliable access to accurate data. One of the solutions the National Bank of Middlebury relies on extensively for banking analysis and reporting is INVISION from Response Technology, Inc.



“Overall, for banks that are new to reporting, INVISION offers a great way to start. INVISION may be easy to use but it’s also revolutionary.”

**Caroline Carpenter
VP/Technology Manager**

 A Smarter Way to Create Reports
INVISION

At the National Bank of Middlebury, Caroline Carpenter oversees data processing, networking, and electronic delivery services. As a part of Carpenter's responsibilities, she spends a fair amount of time evaluating technology vendors. "INVISION takes the burden off of the computer department and puts the power of accessing data where it is needed — at everyone's fingertips," says Caroline Carpenter, vice-president and technology manager at the First National Bank of Middlebury.

Like many banks, National Bank of Middlebury relies on Premier from ITI for its core data processing. "Generating SmartReports was a ton of work for the few people who knew how to create them," Carpenter says. "Technology people dreaded reporting and bank employees were reluctant to ask for reports. As a result, employees lacked the information they needed on customers and accounts."

In 1999, the bank began exploring reporting tools when a representative from Response Technology demonstrated INVISION at National Bank of Middlebury. "When Response Technology used the bank's own live data during the demo we were impressed with Response Technology and with what INVISION could do,"

Carpenter says.

After considering its options, the National Bank of Middlebury adopted INVISION in 1999. "There's lots of reporting software on the market and some of it is sophisticated," Carpenter says. "But, some of those solutions are difficult to implement and use. INVISION is affordable and easy to implement, and that's rare in the computer world."

Because INVISION is both a cost-effective and easy-to-use solution, the National Bank of Middlebury has been able to put the tool into a lot of people's hands. INVISION is now used in many departments throughout the bank — from Marketing and Customer Service to the Loan departments.

For instance, the Marketing department often exports data from INVISION to Microsoft® Access to quickly and easily generate mailing labels. Recently, the Marketing department was able to generate labels for a mailing, separating out customers who had only loans, not deposits. While generating labels using information from across applications in SmartReports is difficult, the task was easy to accomplish with INVISION, says Carpenter. "One of the valuable aspects of the software is that it's easy to change queries to modify what you're looking for," Carpenter says. "You can run a report and then change any parameter. That's fairly dramatic when you compare it to the old way of working, which was to go to the computer room, and then not get the report until a week later — only to find the data generated was not what we needed."



As another example, Carpenter says that generating a report detailing checking account balances over \$10,000, for instance, previously took a technical person a significant amount of time. “Now, it’s easy for many people throughout the bank to generate that type of report,” she says. “The burden has been lifted from the handful of people who could prepare SmartReports in the past, and they are now free to accomplish other tasks.”

Employees also report that they appreciate the ability to analyze data with INVISION. Within the Loan department, for instance, employees can see what’s happening with a loan portfolio, such as the rates, which loans are maturing, and so forth. Carpenter also analyzes data with INVISION for board reporting. The bank’s CFO relies on INVISION for financial analysis, and the bank’s CEO has even generated reports with the software.

According to Carpenter, INVISION is easy to learn, even for people who aren’t technical. “INVISION makes it easy for us to research problems or errors,” Carpenter continues. “For instance, if a variable rate IRA was put on improperly, we can use INVISION to pull up and determine when it opened, and so forth. We do that kind of search in the Customer Service department quite a bit.”

“The best feature of INVISION is that we can run reports quickly and repeatedly,” Carpenter continues. “A SmartReport took one to two weeks to create. Now reporting is immediate and we appreciate the ease of use with INVISION.”

“Overall, for banks that are new to reporting, INVISION offers a great way to start,” Carpenter concludes. “INVISION may be easy to use but it’s also revolutionary.”





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

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