

Case Study

The Peoples Bank

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Profile:

The People's Bank is an independent community bank headquartered in Iva, South Carolina, with \$150 million in assets, 16,500 accounts, and fifty employees. The bank's four branches serve Anderson County. Like many of its peer institutions, The People's Bank manages its myriad functions – from database maintenance to check processing – with the Premier® financial information system provided by Information Technology Inc. (ITI).



"With INVISION, we get much more out of our Premier Systems that we did before."

**Billy Peele
VP Operations & DP**

● A Smarter Way to Create Reports
INVISION

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Until 1996, People's Bank struggled to meet its analysis and reporting needs with ITI's built-in report generator, SmartReports®, explains Billy Peele, vice president of operations and data processing. Peele first joined People's Bank twenty years ago as a teller, eventually becoming involved in operations, and steadily expanding his area of responsibility to include overseeing IT mainframe and network issues at all four bank branches.

According to Peele, senior management at People's Bank found SmartReports an excessively time-consuming, process-intensive reporting tool – requiring, as it does, an IT staff person with programming ability. When the bank recognized that it did not

have the high level of real-time reporting and analysis functionality it needed to maximize both its assets and the potential of its Premier System, Peele and other bank managers began to search for a more robust software solution.



“We considered ITI's Prime® and Response Technology's INVISION®,” says Peele. “When we saw a demonstration of INVISION, we were extremely impressed. Management especially liked INVISION's capacity to quickly and easily analyze individual accounts for profitability... Ultimately, we chose INVISION because we liked both the product and the price better.” Prime is more expensive, requires a per-seat license (versus INVISION's site license), and is less broadly accessible in that users must have some understanding of SQL

programming.

For eight years, The People's Bank has been using INVISION to provide timely information to managers, enabling fast, accurate decision-making. Report generation is as straightforward as bringing up a screen on your PC; choosing the fields you want in your report, adding selection, sorting, and totaling criteria; and pressing a button. INVISION sends your request to the mainframe, generates the report, and sends the report to your desk in minutes.

At the moment, People's Bank's regular INVISION users include the chief financial officer, two staff members who focus on loans information and reporting, as well as Peele, who can create whatever custom reports are required. People's Bank's installation of INVISION has dramatically reduced the hours spent on reporting at the same time as it has dramatically improved the accessibility and usefulness of the bank's reports.

“INVISION’s user-friendliness in comparison to SmartReports is what I like best,” says Peele. “The Windows® interface – with the point-and-click, drag-and-drop functionality – is so easy to learn that I can readily show other people how to pull up their own information and create reports, which relieves me of having to create a report every time someone at the bank needs one. For example, with INVISION, it’s a simple matter to find out how many medical savings accounts we’ve opened in the last six months or how many home equity accounts were opened when we ran a special. It used to take so long to create a SmartReport. Now, it’ll take two or three minutes to create that kind of special report and five or ten minutes to run it, depending on how big the report is going to be.”

With INVISION, it is easy to take reports created from your ITI data and import them into applications such as Microsoft Excel for further analysis or Microsoft Word to easily prepare custom labels and letters for marketing programs. “This year when we did our annual mass mailing to notify customers about the privacy act, we used INVISION to pull the data that we needed for the labels, merged it into Excel, and did a labeling that way. It would have taken quite some time to do that the old way,” says Peele.

People’s Bank also uses INSPECT, Response Technology’s OFAC Compliance tool to review account names against the U.S. Treasury Office of Foreign Asset list. This tool comes free with the INVISION software and can also compare against names that come from a third-party application.

“A few months ago, our bank got a new compliance auditor, and we had to start taking care of that issue,” says Peele, “so we downloaded and installed the OFAC compliance product. We are grateful that Response Technology had a tool for us and we didn’t have to go to another vendor. INSPECT is easy to use and has been working very well for us.”

True to its name, Response Technology is exceptionally responsive to its clients. According to Peele, “technical support has been very good. The staff has been able to help me every time I’ve called – for example, to find out how to create a certain aspect of a report for the first time or when we’re installing new software on a PC that interferes with INVISION.”

“With INVISION we get much more out of our Premier system than we did before,” concludes Peele. “Nobody liked to fool with SmartReports because of the time it took to create and run reports and because of the pull on the mainframe. INVISION is so easy to use that if you don’t like the way a report is laid out or if you’re not getting the data you want, you can stop the report, change it, and start it over. It’s such a user-friendly product.

“Like I said, we were very impressed with INVISION – both the price and the product – back in 1996; and the cost has been more than justified.” INVISION has put the power of report generation directly in the hands of the managers who need those reports immediately, so People’s Bank runs more profitably.





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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