



Franklin Security Bank

Transitioning inbound and outbound fax delivery of business-critical documents



Franklin Security Bank (FSB) is a small community financial institution located in Plains, Pennsylvania. FSB was a subsidiary of a larger financial company until the entire organization was divided up and bought by different entities. Franklin Security Bank was sold to a group of local investors.

For nearly eight years, Franklin Security Bank's IT infrastructure was housed and managed by their sister company's headquarters. This included Franklin Security Bank's servers, Microsoft Exchange email system, custom-built fax solution and other core systems.

Darren Bamkin is Franklin Security Bank's IT Manager.

Situation

"We were informed of the corporate changes in advance but realistically had only about three months to complete the project," said Bamkin. "The management team said we had that much time to transition all of Franklin Security Bank's technology systems from the headquarters to our location here in Plains. This presented us with a huge challenge. Not only had everything been managed elsewhere, some of the technology, including the electronic faxing system, had been developed by their own programmers. It wasn't about just moving the systems from point A to point B. I had to figure out how to implement the technology that would perform just as the programmers designed it. We wanted minimal interruption for our employees and as little change possible to our business processes."

The biggest concern for Bamkin was transitioning the old fax system that supported the inbound and outbound delivery of FSB's most critical documents — loan applications and loan confirmation notices — to and from its customers.

With the prior solution, an application for a loan was faxed to a loan officer at FSB. Next, the loan officer entered the applicant's information into the third-party loan origination database. The loan officer either approved or denied the loan and then generated a confirmation email with an attachment outlining FSB's decision. This attachment was automatically converted to an outbound fax and sent back to the person who made the request. Lastly, FSB received a notice of the fax's successful delivery to a central location via email.

"Because the fax system was developed in-house, I was not optimistic about finding a vendor that could provide the same technology. I needed a solution that could convert emails into faxes and integrate with our third-party loan origination system," said Bamkin. "Yet, it had to be done. Fax correspondence brings in a large portion of our business and we were not given an option for alternatives."

Bamkin began his search for a new solution by researching fax servers on the Internet. He came across several vendors, including Esker. As part of his due diligence, he met with each organization to explain his situation, the IT requirements and the critical element of time.

After several meetings with vendors that told them the project could not be done, Bamkin met with Esker. The team at Esker did not hesitate in saying it wouldn't be a problem.

"One company told us it would be \$8,000—just to determine if a solution would be viable. The folks at Esker, from the very beginning, ensured me they could design what we needed with the implementation of Esker Fax. They also presented the most reasonably priced solution."

Our biggest concern was that the new system had to do what the old system could do. All our worries went out the door once the implementation was completed. In fact, with Esker Fax the process of capturing faxes is now much faster.

Darren Bamkin ■ IT Manager ■ Franklin Security Bank



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Solution

The sale of the company was looming, so time was of the essence for Franklin Security Bank.

After demonstrating a successful mock test for FSB, Esker quickly moved forward with the implementation of Esker Fax. The Esker Fax server was customized and configured to sync with the unique technology and perform just as the old system had done.

Esker Fax provides true enterprise solutions for sending, receiving and routing high volumes of end-user and application-generated documents, all from a single server and without any modification to existing applications.

“Our biggest concern was that the new system had to do what the old system could do,” said Bamkin. “All our worries went out the door once the implementation was completed. In fact, with Esker Fax the process of capturing faxes is now much faster. We rarely miss an incoming fax and we are able to process the documents and return them minutes faster than before. This is so important to our business. Again, turning around these loan applications as soon as possible directly impacts our bottom line.”

With Esker Fax, a team of 27 people within Franklin Security Bank handles 1,300 incoming documents and sends 900 documents outbound each month.

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Future plans

Franklin Security Bank is particularly impressed with the guarantee that the Esker Fax platform allows for additional growth without a significant investment.

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