

## Case Study



### Bank of Alameda

#### Expanding Geographic Footprints with the Power of Merchant Source Capture

A Fiserv client in the heart of the San Francisco Bay explains how Merchant Source Capture™ from Fiserv has helped the bank to attract business customers beyond its brick and mortar branches on the island of Alameda, California.



With five branches located throughout the “Island City” of Alameda, California, Bank of Alameda is a \$252 million bank serving both retail and commercial customers. In its 12th year of operation, Bank of Alameda remains the quintessential bedroom-community bank serving Alameda residents, but it also delivers the types of next-generation products and services that attract profitable business clientele from neighboring counties and cities. As an outsourced Premier® client for account processing since 1998, Bank of Alameda has partnered with Fiserv from its inception.

#### Meeting Customer Expectations Regardless of Geography

From day one, Bank of Alameda has embraced the business model of existing as a dual persona bank—offering that small town community bank touch to the local Alameda customers, while attracting business customers outside of Alameda with products and services usually provided by much larger institutions.

Michael Roberts, Executive Vice President and CIO, explains the bank’s philosophy: “We continually focus on delivering high tech and high touch. Our vision is to have the technology in place to be able to provide



#### Client Profile

- \$252 million in assets
- Five branches throughout Alameda, California
- Fiserv client since 1998, processing out of the Fiserv IP center in Chatsworth, California
- Solutions from Fiserv include: Outsourced Premier bank platform, Card Services, Item Processing including the National Image Archive, Fiserv® Clearing Network (FCN), FraudGuard® Digital Signature Verification, Branch Source Capture™ and Merchant Source Capture



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**Michael Roberts,  
Executive Vice  
President and CIO**

the types of solutions that all the big banks have, while maintaining a focus on each individual customer's unique needs."

Brooks Kohne, Vice President of Cash Management, pinpoints the bank's approach to attracting new business customers:

"Technology is key for us. It allows us to expand our customer reach beyond our physical brick and mortar footprint."

### **Technology from Fiserv Matches Bank of Alameda's Goals**

Early in 2009, Bank of Alameda was looking to create new revenue streams by growing business customer deposits. Having successfully implemented Branch Source Capture from Fiserv as the bank's first venture into Source Capture Solutions®, Roberts and Kohne realized the potential a merchant capture product offered to draw new business depositors. Because of the bank's strong business relationship with Fiserv, Roberts and Kohne chose to implement Merchant Source Capture in April of 2009. Factors involved in the decision included a desire for Web-based technology, easy integration with existing

technology, streamlined processing, and the ability to monitor and administer both branch and merchant capture from a single screen.

### **The Numbers Tell the Story**

"To give you an idea of the success we've had with merchant capture: in less than a year, we have 21 corporate and small business customers on the solution. I've totaled today's deposits for the 21 accounts using merchant capture and the dollar amount is \$6.8 million. And from our perspective, this is also a sticky product, which keeps those high-deposit customers banking with our institution. That's obviously very important," explains Kohne.

The solution also has Roberts and Kohne excited about the bank's future prospects for acquiring and supporting new corporate customers. "Merchant capture will continue to allow us to service larger global or national companies by offering a convenient deposit solution for all their offices, regardless of where they are," says Roberts. Bank of Alameda also participated in a Fiserv initiative called the Merchant



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**Cash Management**

Acceleration Program (MAP) to help increase the number of customers using remote deposit capture (RDC). According to Kohne who worked on the program, "We were pleased with the response we got from the luncheon event. It gave us an opportunity to show our customers how easy the system was to use. And we have had numerous inquiries on our RDC products from customers who received the invitations and were not able to attend. We expect to close several new deals as a result."

### **Why Fiserv?**

After 12 years, why does Bank of Alameda keep coming back to Fiserv for its technology solutions? Roberts explains, "We selected Fiserv as a partner when we started the bank because they had the services we wanted and needed. They continue to offer us the products and services that work well for us. And, now as other services and solutions hit the market, Fiserv is always able to develop their own versions of those solutions that integrate seamlessly with other Fiserv core processes."

Kohne concurs with Roberts. "I can say that in the year since we implemented the solution, we have not had a single check from a client that was not captured for deposit. That is a truly amazing track record for Merchant Source Capture. And that's why we continue to go back to Fiserv," she explains.

### **Partnering with Fiserv: A Future of Promise**

Roberts definitely sees the Bank of Alameda/Fiserv relationship remaining strong. "We see cash management as a key part of our expansion in the future. Being a bank on a small island outside of San Francisco, we know our future will be expanding our business banking customer base outside of our physical geography—and cash management is a big part of that expansion that we want to deliver in the future. We believe that Fiserv will deliver the services that will allow us to make that happen."

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### Connect With Us

For more information on Merchant Source Capture, please contact us at 800-872-7882, email us at [getsolutions@fiserv.com](mailto:getsolutions@fiserv.com) or visit [sco.fiserv.com](http://sco.fiserv.com).

### Challenge

Bank of Alameda wanted to attract more business customers from beyond the geographic reach of its branches.

### Solution

Merchant Source Capture from Fiserv has helped the bank win more business deposits by offering a convenient option for customers to make check deposits right from their own businesses.



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