Southside Bank improves research efficiencies and enhances competitive position with the help of Jack Henry™

jack henry™

Southside Bank

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Assets
Over $7.79B

Locations
55

Software Solutions
SilverLake System®,
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Since first opening their doors in 1960, Southside Bank has been committed to helping individuals, businesses, and nonprofits in their shared Texas communities prosper and thrive. As they grew over the years, the bank acquired multiple legacy data systems – which eventually became a challenge to manage and maintain.

"Over a 10-year period, we had three bank acquisitions," explains Cindy Blackstone, Chief Retail Officer. "We had multiple locations that were housing our data. When it came time for our frontline team members to assist customers, we had to try to determine where someone had originally opened their account. It was not the most efficient way to conduct our internal processes."

She adds, "We were wasting time trying to educate team members on the entire backstory of the bank and our acquisitions, attempting to train them how to remember where to go and under what scenarios. We really needed a more systematic and scalable approach."

The bank turned to the Enterprise Conversion Solutions (ECS) team from Jack Henry to convert and consolidate all of their data into a single go-forward system.

Working with ECS, the largest financial data conversion team in the United States, financial institutions can gain seamless conversions of check images, statements, report data, document images, and all associated index data from platform to platform. And because ECS converts and imports all legacy system data as well as merger and acquisition content into current platforms, institutions can maximize the usability of go-forward information, regardless of its format or origin.

bringing all the data together

"We knew we weren't the experts on moving data," notes Blackstone. "And when we discovered what Jack Henry does through ECS, it was really a no brainer. Why would we overtask our IT department that already has so many projects on their plate when we could hire experts instead – people who do this day in and day out? They were an obvious choice to partner with."
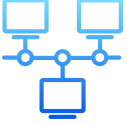
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Cindy Blackstone
Chief Retail Officer, Southside Bank

With the help of the ECS team, the bank was able to bring all of their content together – over 10 terabytes of data – into Synergy Enterprise Content Management (ECM), Jack Henry's modular ECM solution.

"Jack Henry was very accommodating in working with us to ensure our data was handled securely," recalls Blackstone. "And it was really a no-brainer for us to choose Synergy after seeing everything it could do. It gives us a superior solution for researching archived data and quickly finding the specific information our customers need."

Using Synergy ECM, institutions like Southside Bank can securely capture, store, retrieve, and distribute electronic documents, check images, and report data. The platform supports virtually all types of electronic information, including reports, scanned images, PDFs, photos, sound files, application documents like Microsoft® Word and Excel®, and essentially any electronic file in an industry-standard format. Having a secure, central document repository (with immediate desktop delivery of archived content) helps organizations improve enterprise-wide productivity and effectiveness, streamline operations, support better-informed and timelier decisions, and enhance customer service.

Southside Bank also utilizes several other Jack Henry technology solutions, which integrate seamlessly with Synergy to streamline electronic signature capture, check capture and processing, automate workflows, and more.

frontline benefits and enhanced efficiency

Blackstone notes, "Synergy is a very sophisticated system that really checked all our boxes. Our frontline teams can easily see the benefits from the integration. It's made their job so much easier now because they aren't logging into multiple other systems to find a driver's license or to locate other information they previously had to search for."

The bank also appreciates the operational efficiencies they've gained, and how it has helped them from a competitive standpoint.

"We know every community bank is competing against the big guys, and they've found ways to do that – not create all this extra work in the back office," Blackstone observes. "The technology has really helped position us to compete with them and level the playing field. We don't have to hire more staff to process information in the back office."

Looking back, Blackstone is grateful for what the bank has gained. "I love Synergy," she concludes. "And I love all the other Jack Henry products we've been able to deploy over the last few years."

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Chief Retail Officer, Southside Bank

reliably convert legacy and acquisition data

Improve your infrastructure and accountholder service with content management solutions and data conversion services.

For more information about Jack Henry, visit jackhenry.com.