

BANK



**SYSTEMSOFT**  
TECHNOLOGIES™

CASE STUDY  
**REGIONAL  
BANK**

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## Situation

*A large, regional bank was looking to augment its brand by establishing a financial literacy campaign via a web portal and presence. The bank was looking for support to create the brand, build the web portal, handle the digital marketing, and provide all maintenance and support services for the program.*

The bank's goal was to soften its image by creating, publishing and sharing vital finance and banking information to people without formal education about those topics.

While there was also a subtle intent to upsell and cross-sell its audience to purchase the bank's mainstream banking products, the primary goal was to serve a civil function.

## Strategy

System Soft Technologies held numerous workshops with the bank's key business leaders, digital marketing team and IT team to define a backlog of functionality and flesh out all aspects of the programs brand.

System Soft developed an architecture that aligned with the bank's marketing technology stack and content management systems. The initial website was built and then subsequent sprints were developed each month, continually adding content and functionality.

System Soft was responsible for deployment and maintenance, including management of the web-based infrastructure. System Soft remained involved with the project and program to tune up and tune down the infrastructure as the campaign was advertised (e.g., Super Bowl commercials).

## Outcome

There are now more than 6 million subscribers to the portal. This is the bank's primary metric, and these subscribers are targeted for additional service offerings from the bank.



The client estimates that approximately seven percent of those subscribers have consumed additional banking services and products, as referrals from the program portal. Revenue from those customers is estimated at \$200 million each year.

It is also important to note that the programs marketing is viewed as its least expensive channel and strategy initiative across all the bank's marketing platforms.

## Conclusion

Credit Union leaders are challenged to deploy and scale technology to addresses today's most pressing demands. There are increasing expectations for virtual services by members and employees, coupled with a daunting expansion of unpredictable security risks. Compliance is on the rise and becoming more complex to deliver and manage, while costs are increasing, and scalability and integration of data are more difficult and intricate every day.

System Soft's Banking and Credit Union experts deliver integrated services that use delivery accelerators to support financial services leaders who are looking to aggressively and expeditiously:

### **Adapt**

Establish adaptive workforces and deliver digital workplaces in support of new skills focused on member service, product innovation, member relationship management and digital engagement.

### **Connect**

Build native cloud infrastructure and software architectures that accelerate core modernization, connect ecosystems, eliminate siloes and embrace external financial technology partnerships.

### **Design**

Launch new digital products through innovative engineering that spans design, development and deployment to support speed to market, product agility and customer innovation.

### **Optimize**

Leverage intelligent automation, robotic process automation and analytics fueled by machine learning to drive more efficient operational ratios and member services.

**Financial institutions of all sizes can benefit from System Soft's collaborative customizable financial services solutions. [Contact System Soft to learn more.](#)**

# ABOUT SYSTEM SOFT

## OUR SUCCESS STARTS WITH YOU

At System Soft Technologies (SSTech), we are a family unit powered by diversity, inclusion, transparency, respect, integrity and passion for our clients and our people. Our business growth depends on your professional development, as we collaborate, share ideas and innovation, and invest in our future. By forging a meaningful partnership with our people, we come together with the same purpose, exceeding our goals. This keeps us nimble, ahead of the competition, and on top of our industry. Our continued success begins with you.

### Accelerating Innovation.



Gold Cloud Platform  
Gold Cloud Business Applications  
Gold Cloud Customer Relationship Management  
Gold Enterprise Resource Planning  
Gold Application Development



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### CORPORATE OFFICE

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