



Growing the Community Bank with the Help of Core Systems

This is a great time for community banks to add new customers because many Americans have become increasingly distrustful of big banks following the subprime crisis and economic meltdown. People are placing greater faith and confidence in their local community banks. Consumers feel community banks are financially stronger and deliver higher levels of personalized service than big mega-banks. Customers also see their banks helping local businesses and families by lending and investing heavily in their communities, which helps the local economy grow. If community banks focus on what makes them unique and better alternatives to the big banks, these trusted local financial institutions can leverage positive consumer sentiment and capture increased market share.

Banks are facing increased regulatory demands and competitive challenges. But DNA, our core operating system, is helping financial institutions remain nimble, modern and relevant. As the full impact of Dodd-Frank Financial Reform and the Consumer Financial Protection Bureau (CFPB) becomes known, banks will have to design and deploy operational and system changes to comply with new regulations. DNA helps banks respond quickly with improved levels of efficiency, accuracy, and productivity, limiting the human and financial cost of compliance. This gives banks a significant business advantage over competitors still using older, inflexible legacy systems.

DNA also helps neutralize the competitive advantage big banks have with their significant scale and resources. The ways customers interact with their bank is changing rapidly. This channel proliferation is making it difficult for community banks to match the latest retail delivery options offered by the big banks. Banks need technology partners, like Open Solutions, that support technological collaboration to help them quickly and cost effectively bring these same products to market. For example, our DNA core system provides a robust, next generation online banking platform called DNAweb as well as state-of-the-art mobile banking and check capture solutions through DNAmobile. These electronic channels help community banks appeal to and compete more effectively for the younger demographic. When community banks embrace new technology and collaborate with their community-based peers and technology providers, they can go toe-to-toe with "too big to fail" banks.

DNA is an open, relational database modeled around people and their relationships - not around accounts or customer numbers like most legacy core systems. DNA collects customer information that is cleaner, far more extensive, and clearly reflects the customer's relationship with the bank.

Because DNA is a real-time and flexible system, banks can use the information it provides to quickly develop and deliver new products and services that meet evolving customer demands. The system automatically prompts product cross selling and follow-up. Knowing more about their customers - including when and how to reach them - helps banks improve customer service.

Further, Open Solutions recently launched DNAcreator, which gives software developers the tools they need to customize DNA by designing their own tailored DNAapps. We've also launched, DNAappstore - an online, global marketplace where financial institutions and independent developers can share and download core applications. Together, these solutions fundamentally change the way technology is developed and implemented for financial institutions. Rather than waiting for their core provider to develop new core functions, banks using DNA can purchase DNAapps from the DNAappstore or develop their own custom apps and make them available to other financial institutions.

Open Solutions passionately believes there's power in community and by collaborating to lower costs, improve efficiencies and share ideas, community banks can survive, and thrive.



David Mitchell is Executive Vice President & Chief Marketing Officer for Open Solutions Inc. and is responsible for strategically directing Open Solutions' global product management, domestic and international alliances, and corporate and product marketing. Mr. Mitchell has received several awards from the American Management Association, the Harvard Law School Consortium and the Center for Creative Leadership. Most recently, Mr. Mitchell was named one of the Top Forty Under Forty executives in Connecticut by the Hartford Business Journal and named one of the Top Five Chief Marketing Officers of the year in the United States by the CMO Institute. Mr. Mitchell received a Bachelor of Science degree in marketing from Central Connecticut State University and earned his certificate of Special Studies in Administration and Management from Harvard.