



## CASE STUDY

# Farmers Bank of Willards Supporting Local Communities with Finastra



Knowing that Finastra is always innovating gives us confidence that we will continue to see positive results using their solutions.”

**Matthew Davis**  
Loan Officer  
Farmers Bank of Willards

**(THE FUTURE OF  
FINANCE IS OPEN**



## At a Glance

### Solution

- Fusion LaserPro
- Fusion Phoenix



We have freed up additional resources by integrating our Fusion Phoenix core banking platform with Fusion LaserPro. We will re-invest all of the savings that we have made into developing additional capacity in our loans department to meet the growing demand.”

### Matthew Davis

Loan Officer, Farmers Bank of Willards

### About Farmers Bank of Willards

Ever since it was founded in Willards in 1925, Farmers Bank of Willards has been providing exceptional customer service to the local communities that it serves. The bank offers a wide range of personal and commercial banking products to customers in Delaware and Maryland, including loans, debit cards, and checking and savings accounts as well as online banking services.

### The Challenge

Providing customers with quick and convenient banking services is vital for ensuring success in the competitive community banking space. As Farmers Bank of Willards expanded its offering, the bank recognized that the processes supporting its commercial and personal lending services had become expensive and inefficient. To support its growth plans and satisfy increasing demand for its loans, Farmers Bank of Willards looked to enhance the systems and processes underpinning its lending services.

### The Solution

To streamline its lending activities and support growth, Farmers Bank of Willards replaced manual, paper-based loan creation activities with automated and digitally driven processes powered by Fusion LaserPro. Integrated with the bank's Fusion Phoenix core banking system, Fusion LaserPro equips loan officers with all the tools they need to assess and approve loan applications in one easy-to-use platform.

### The Result

With Fusion LaserPro supporting fast and efficient lending services, Farmers Bank of Willards has managed to reallocate its resources to focus on growing its local presence and developing cutting-edge digital banking services. Now, the bank can assess and approve a small loan in under ten minutes—giving customers the peace of mind they need to focus on achieving their own financial goals. Looking ahead, Farmers Bank of Willards plans to evolve its offerings by collaborating with key players in the community banking sector via cloud platforms.

[fbwbank.com](http://fbwbank.com)



Fusion LaserPro has accelerated the speed with which we can assess and process a loan: we can now evaluate, approve and issue a small loan within ten minutes.”

**Matthew Davis**

Loan Officer, Farmers Bank of Willards

## Farmers Bank of Willards opens the door to a new era of ultra-efficient personal and commercial lending services with Fusion LaserPro

### Helping People and Businesses Grow

With consumer demand for fast, convenient banking services on the rise, local and community banks must innovate to compete with their larger counterparts.

To strengthen its place at the heart of the communities it serves, Farmers Bank of Willards launched an ambitious growth and innovation plan—and improving the efficiency of lending services was at the top of its agenda.

Matthew Davis, Loan Officer at Farmers Bank of Willards, explains: “For decades, we’ve worked closely with a local attorney’s office to draw up tailored loan contracts and process the legal documentation that we need on record to be able to release funds to our customers. While effective, processing loans in this way generated significant costs for our business and would often take a number of days to complete—sometimes longer during busy periods.”

With a growing number of businesses and individuals filing loan applications with the bank, Farmers Bank of Willards set out to establish more cost-effective, rapid loan processing capabilities.

Matthew Davis continues: “We knew that by moving from paper-based loan applications to a digital process, we could significantly reduce the time and effort required to process a loan, and free up more time for our loan officers to focus on building strong customer relationships.”

### Establishing Next-Level Lending

As the first step in its drive to improve efficiency, Farmers Bank of Willards digitalized its loan validation and approval processes using Fusion LaserPro. Integrated with the Fusion Phoenix core banking platform, the solution delivers a one-stop shop for all the bank’s lending needs.

Matthew Davis says: “We chose to implement Fusion LaserPro because it delivers excellent flexibility, enabling us to continue offering our customers personalized lending agreements written on demand. For instance, the solution can handle a wide range of product types, such as a consumer loan for the purchase of a new car or a commercial loan designed to help a new company get started.

“What’s more, because Fusion LaserPro stores and backs up the specific terms and details of all of our lending agreements, we no longer need to run all new loans past our attorney—saving us both time and money.”

Farmers Bank of Willards worked closely with Finastra during the implementation process to ensure that they could achieve a fast, effective deployment.

“We have regular meetings with our Finastra account representatives and they always go the extra mile to help us understand the opportunities that their solutions can unlock for us,” explains Matthew Davis. “Working with a single vendor for all our core solutions and being able to integrate our core banking platform with our lending solution is a real plus for us, as this eliminates the need to transfer data manually into different systems.”

### Enhancing Customer Service

With Fusion LaserPro at the heart of its commercial and personal loans, Farmers Bank of Willards has eliminated manual effort from its lending processes, helping the bank to reduce costs and enhance customer service.

“Cutting out the need to send all new loans to an attorney’s office for processing has enabled us to cut operational expenditure significantly,” explains Matthew Davis. “What’s more, we have freed up additional resources by integrating our Fusion Phoenix core banking platform with Fusion LaserPro. We will reinvest all of the savings that we have made into adding capacity in our loans department to meet the growing demand for our products and services.”

As well as cutting costs, replacing paper forms with a completely digital system empowers Farmers Bank of Willards to provide even better customer service.

Matthew Davis adds: “Fusion LaserPro has accelerated the speed with which we can assess and process a loan: we can now evaluate, approve and issue a small loan within ten minutes. Our customers are very happy with this, as they can access the funds they need quickly and conveniently without having to spend hours filling out paper forms.

“By delivering convenient and rapid customer services, we are able to compete not only with other community banks, but also with national financial services providers. We expect demand for our loans to continue rising now that we can provide customers with convenient, same-day access to new lending products with Fusion LaserPro.”



## Inspired by the successful implementation of Fusion LaserPro, Farmers Bank of Willards is already planning the next steps in its innovation journey



By continuing to innovate with strategic partners such as Finastra, we can ensure that all of our offerings are truly future-proof, so we can always deliver excellent customer service.”

### Matthew Davis

Loan Officer, Farmers Bank of Willards

### Nurturing Strong Partnership

With a long history of success using Finastra solutions, Farmers Bank of Willards is considering powering innovation and product development in the coming years by embracing cloud technology.

“We’ve worked with Finastra for over twenty years, and built an incredibly strong relationship with them,” says Matthew Davis. “In many ways, Finastra has played a key role in ensuring our stability and success. Knowing that Finastra is always innovating gives us confidence that we will continue to see positive results using their solutions.”

“For example, the FusionFabric.cloud platform opens up opportunities to build deeper relationships with our customers and engage more closely with other members of the banking community, including FinTechs, universities, developers and other banks.”

In the coming years, Farmers Bank of Willards is planning to provide a single online banking system for both its commercial and personal banking services.

Matthew Davis concludes: “By continuing to innovate with strategic partners such as Finastra, we can ensure that all of our offerings are truly future-proof, so we can always deliver excellent customer service.”

### About Finastra

Finastra unlocks the potential of people and businesses in finance, creating a platform for open innovation. Formed in 2017 by the combination of Misys and D+H, we provide the broadest portfolio of financial services software in the world today—spanning retail banking, transaction banking, lending, and treasury and capital markets. Our solutions enable customers to deploy mission critical technology on premises or in the cloud. Our scale and geographical reach means that we can serve customers effectively, regardless of their size or geographic location—from global financial institutions, to community banks and credit unions. Through our open, secure and reliable solutions, customers are empowered to accelerate growth, optimize cost, mitigate risk and continually evolve to meet the changing needs of their customers. 90 of the world's top 100 banks use Finastra technology. Please visit [finastra.com](https://finastra.com)

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