



CASE STUDY

Business First Bank Fuels Growth with Finastra

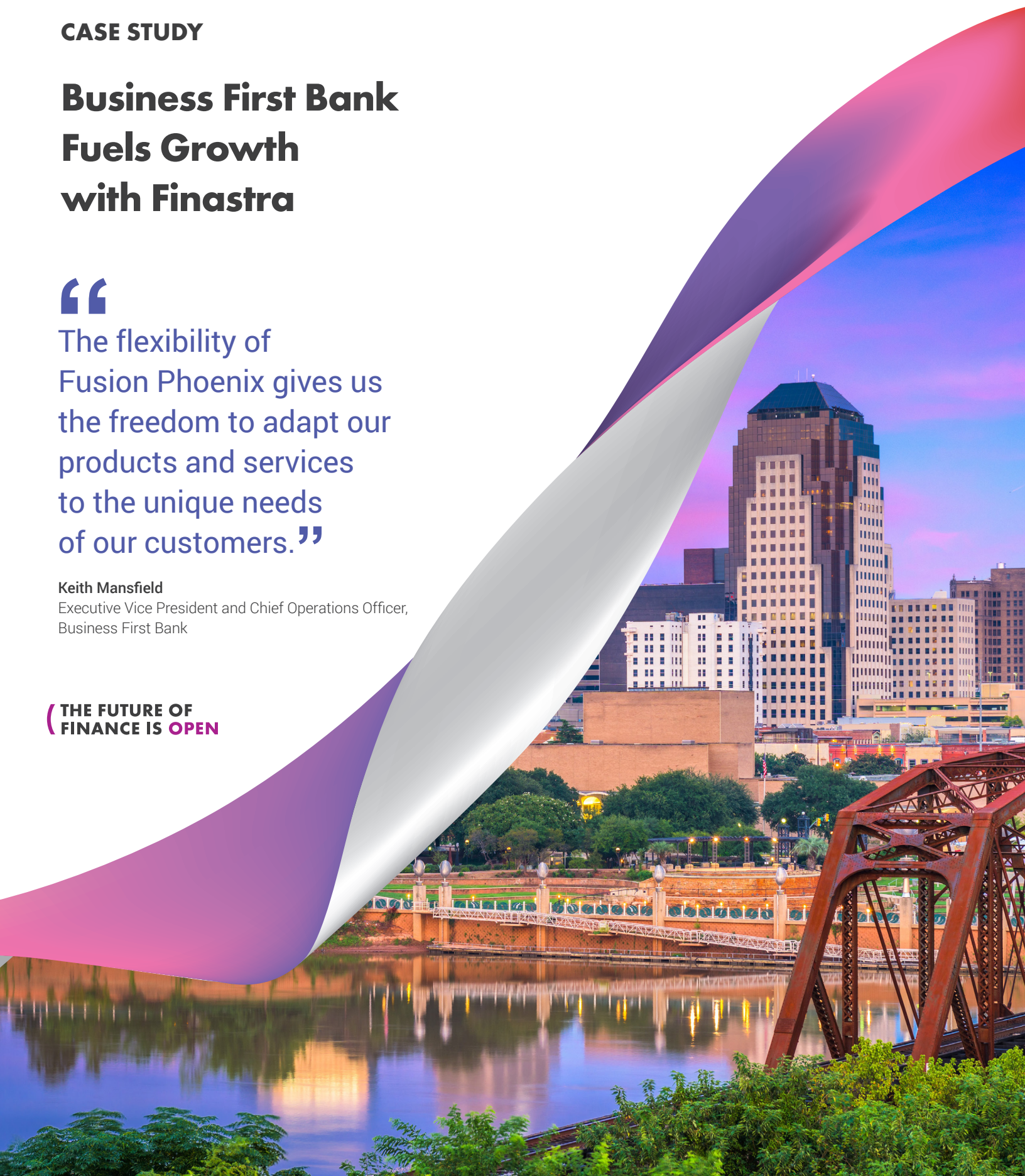


The flexibility of
Fusion Phoenix gives us
the freedom to adapt our
products and services
to the unique needs
of our customers.”

Keith Mansfield

Executive Vice President and Chief Operations Officer,
Business First Bank

**(THE FUTURE OF
FINANCE IS OPEN**



Solution

- Fusion Analytics
- Fusion CreditQuest
- Fusion DecisionPro
- Fusion LaserPro
- Fusion Phoenix



Fusion Phoenix stands apart from other core banking solutions in terms of its flexibility, reliability and security.”

Keith Mansfield

Executive Vice President and Chief Operations Officer,
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At a Glance

About Business First Bank

Committed to providing small and medium-sized businesses with exceptional banking services, Business First Bank aims to become the financial institution of choice for enterprises, their owners and employees. The bank offers customers a variety of commercial and personal banking solutions as well as treasury and wealth management services. Headquartered in Baton Rouge, Louisiana, Business First Bank operates 25 branches and has \$2.1 billion in total assets.

The Challenge

Business First Bank is growing steadily, both organically and through acquisitions. To chart a path to seamless expansion, the bank looked to streamline many of the processes underlying its core services and eliminate time-consuming manual tasks with a reliable, open core banking platform.

The Solution

Business First Bank decided to migrate its existing core banking platform to Finastra's Fusion Phoenix, a feature-rich solution that enables the bank to automate repetitive tasks and eliminate manual processes. Business First Bank has also just recently implemented Fusion Analytics to gain a deeper understanding of customer behavior and seize opportunities to boost share of wallet.

The Result

Since deploying Fusion Phoenix, Business First Bank has optimized many of its mission-critical processes. The intuitive user interface of Fusion Phoenix has reduced complexity while also promoting best practice across all workflows. With a robust, scalable core banking and analytics platform, Business First Bank is better placed than ever before to grow and expand its service offerings.

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I didn't need any advanced technical training to be able to use Fusion Phoenix. The system is so intuitive that any digital native can adapt to all of the rich features very quickly.”

Keith Mansfield

Executive Vice President and Chief Operations Officer,
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Business First Bank can grow its customer base and still deliver exceptional service quality with Fusion Phoenix

Growing Fast

Since opening its doors in 2006, Business First Bank has experienced tremendous growth. Today, the bank's mission is to support its continued expansion while maintaining and improving the quality of its services.

Keith Mansfield, Executive Vice President and Chief Operations Officer at Business First Bank, says: “As we grew, both organically and through acquisitions, our core had to keep pace with rising demand for our services.

“For instance, in the past we had to rely on manual processes to complete common tasks such as processing change of address requests, reissuing cards and handling account chargebacks. We would re-key information between different systems to complete these processes, so there was always a risk of errors.”

Looking to simplify and streamline its day-to-day processes, Business First Bank sought a core banking platform that would enable automation and open the door to innovation.

Keith Mansfield adds: “The close relationship that we have with our customers is what sets us apart from our competitors. Our new core banking system would have to be flexible enough to tailor our products and services to the businesses and people who bank with us.

“We also wanted to gain more insight into how our customers engage with us—we wanted to take a more data-driven approach in areas such as sales, marketing and customer service.”

Enhancing the Core

To support its ambitious expansion plans, Business First Bank replaced its existing core banking system with Fusion Phoenix from Finastra, marking the beginning of a new era of efficiency for the bank.

Keith Mansfield says: “Fusion Phoenix stands apart from other core banking solutions in terms of its flexibility, reliability and security. We're especially impressed with the workflow manager feature that is embedded in the solution, which has enabled us to automate many processes and create step-by-step walk-throughs for common tasks.”

Business First Bank also decided to implement Finastra's Fusion DecisionPro, Fusion LaserPro and Fusion CreditQuest solutions to enhance its commercial and personal lending services.

“The openness of Fusion Phoenix is one of its best qualities,” continues Keith Mansfield. “Not only is it easy to integrate with other Finastra solutions, but we can also connect third-party products and services through its APIs.”

Looking ahead, Business First Bank is considering integrating Fusion Analytics with Fusion Phoenix to dive deeper into customer behavior.

Keith Mansfield says: “Fusion Phoenix provides excellent reporting capabilities, so you don't need to hire a team of programmers to create essential reports. We are excited about integrating Fusion Analytics into our core system, which will provide more advanced analytics and help us revolutionize our approach to sales with fresh insight into how our customers use our services.”

Entering a New Era of Efficiency

With Fusion Phoenix at the heart of its core processes, Business First Bank is beginning to optimize many of its mission-critical workflows, enabling the bank to deliver a seamless customer experience.

“By automating many processes and creating simple, guided workflows with Fusion Phoenix, we have eliminated a lot of time-consuming manual effort from our processes,” says Keith Mansfield. “For instance, we've been able to shave 15 minutes off some repetitive processes, which soon adds up to a huge saving.

“With all-important information integrated into a single system, we no longer need to re-key data from different forms. This has enabled us to eliminate errors and save time on data validation.”

Employees at Business First Bank are also impressed with Fusion Phoenix as it helps them navigate complex processes with ease.

“I didn't need any advanced technical training to be able to use Fusion Phoenix,” explains Keith Mansfield. “The system is so intuitive that any digital native can adapt to all of the rich features very quickly. As a result, we have reduced the time and resources required to train new hires on how to use the system.”

Fusion Phoenix is also helping Business First Bank play to its strengths by supporting its personal, tailored approach to banking.



We know that Finastra will play an important role in our future development as we continue to grow our presence. We're excited to work together to find new, innovative ways to make banking simple."

Keith Mansfield

Executive Vice President and Chief
Operations Officer,
Business First Bank

Business First Bank looks to a bright future of flexible, efficient customer service

Keith Mansfield explains: "The flexibility of Fusion Phoenix gives us the freedom to adapt our products and services to the unique needs of our customers, whether they're farmers, entrepreneurs, consumers or office clerks, we can provide the right services for them. Fusion Phoenix delivers this flexibility without compromising on system reliability and security or regulatory compliance."

Partnering for Success

In just a short period of time, Business First Bank has established a strong strategic partnership with Finastra and aims to build on this relationship in the years ahead.

"Our experience of working with Finastra has been fantastic," comments Keith Mansfield. "Our Finastra account manager has a very deep understanding of our business, so she is very well placed to help us to find the best resolution to any technical challenges that arise. In many ways, it feels as though she's a member of our own team because she knows our internal processes so well."

He concludes: "We know that Finastra will play an important role in our future development as we continue to grow our presence. We're excited to work together to find new, innovative ways to make banking simple for all our customers, so they can focus on the important things in their lives."

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.

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