



## Case Study

### Industrial Bank

#### Industrial Bank Increases Employee and Loan Officer Productivity with Good for Enterprise

##### ORGANIZATION DESCRIPTION

Founded in 1934 with just six employees and \$192,000 in assets, Industrial Bank has grown to become the oldest and largest minority-owned commercial bank in the Washington D.C. area with more than 140 employees and over \$333 million in assets. Industrial Bank offers a full range of banking services including deposit accounts, electronic banking, credit and debit cards and a variety of loans to both retail and commercial customers.

##### THE CHALLENGE

After 70 years in business, Industrial Bank remains committed to fostering the health of an increasingly diverse community as a trusted financial resource partner. The bank is also proud to be the third-largest minority-owned financial institution in the U.S. and would like to move up a notch or two on Black Enterprise magazine's prestigious list.

When Michael Johnson joined Industrial Bank as director of Information Services, he saw an opportunity to help the bank achieve its goals. He

quickly recognized the bank's executives and loan officers had no way of accessing their email accounts or calendars while they were out of the office.

This often resulted in delayed responses to important messages from customers, partners, and others who expected quick replies to their inquiries about time-sensitive financial matters. In addition, appointments were sometimes missed since the bank administrators had no good way to communicate with executives and loan officers once they were on the road. "If an appointment was rescheduled while an executive was on the way to a meeting, he often didn't get the message until it was too late," said Johnson.

Most important, because loan officers must spend a lot of time out of the office to secure new customers, having to come back to bank headquarters or a branch office just to check email was an inefficient use of their time.

##### THE SOLUTION

To improve the accessibility, productivity, and efficiency of the bank's key staff, Johnson wanted to deploy a mobility system across the organization. Johnson first looked at the Blackberry® device from RIM®. After a quick evaluation, Johnson decided against RIM in favor of Good for Enterprise from Good Technology.

*"I decided to go with Good Mobile Messaging on the Palm with service from Sprint because it was a much more versatile solution. It was the only option that combined instant access to email, calendaring and enterprise applications on a choice of hardware platforms."*

-Michael Johnson,  
Director of Information Services,  
Industrial Bank

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"I decided to go with Good because it was a much more versatile solution," said Johnson. "It was the only option that combined device choice with the level of security and management we needed." Good also integrated seamlessly with the bank's enterprise messaging server and provided users with a familiar and intuitive enterprise messaging interface so they were instantly productive.

In addition, Johnson liked the flexibility of being able to install applications that didn't come prepackaged with the handheld. "This will be an important feature in the future as we expand our use of Good to extend our mission-critical enterprise applications to our executives and loan officers where ever they are and whenever they need them," added Johnson.

## End-to-End Security

Because Industrial Bank operates in a highly regulated environment, the new mobile communications solution had to be independently audited to ensure that sensitive customer and company data were not at risk.

The end-to-end audit proved that Good's solution is highly secure from both a device and data transmission standpoint. Good's security features such as device-level password protection, the ability to remotely lock down or erase a device and the encrypted transmission capabilities were key to passing the audit and increasing Industrial Bank's comfort level with the product from a security standpoint. "Good's solution passed with flying colors," stated Johnson.

## THE RESULTS

Industrial Bank's executives are now more responsive to customers, partners, and employees because they can stay on top of important issues while they are out of the office. In addition, loan officers can close more business because they are able to respond to their customers better, negotiate deals faster and perform transactions on a real-time

basis. They're also more productive since they can stay on the road longer without having to come in to the office to check their email messages.

"In our business time is money, and Good saves us a lot of time," concluded Johnson. "Good for Enterprise will allow us to meet our goals as a community bank and is helping to set the standard for what minority-owned businesses can accomplish."

## SUMMARY

**Challenge**—Despite 70 years of success providing banking services to consumers and businesses in the Washington D.C. area, Industrial Bank's key employees had no way to access their email accounts or calendars while they were out of the office.

**Solution**—Good for Enterprise gives Industrial Bank executives and loan officers the secure mobile messaging and calendaring they need to be more productive and responsive.

## Payoff—

- Increased customer satisfaction by responding to time-sensitive email messages more quickly
- More business from loan officers who can better respond to customers, negotiate deals faster and perform transactions on a real-time basis



### Good Technology

For more information, please call 866 7 BE GOOD or visit [www.good.com](http://www.good.com).

Good Technology Headquarters  
101 Redwood Shores Parkway, Suite 400  
Redwood City, CA 94065 USA  
+1 650 486 6000 (main)  
+1 866 7 BE GOOD (sales)

Good Technology UK  
Brettenham House  
Lancaster Place  
London, WC2E 7EN, United Kingdom  
+44 (0) 20 7845 5300

Good Technology Asia/Pacific  
Global Center, F/33  
309 Nanjing Road, Nankai District  
Tianjin 300100, PRC  
+86 22 2750 2555

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