



Application Story

Golf Savings Bank

Golf Savings Bank Deploys Secure Instant Messaging Technology from WiredRed in Eight Branch Offices Throughout Washington

Something about its name, Golf Savings Bank, shouts that it is not your typical banking institution. The bank's ongoing commitment to community service and its loyal and tenured personnel are some of the ways that Golf Savings Bank stands apart from its competition. These factors and many others have helped Golf Savings to carve its niche in the mortgage banking industry. Founded by Charlie Ainslie in 1981 with just three employees, it has grown steadily over the past 22 years into one of the most successful mortgage banks in the Northwest.

Today, Golf Saving Bank has 130 employees and operates *eight branch offices* through Washington. The bank services more than 165 homebuilders with its construction-lending program. In order to keep up with the fast pace of the mortgage banking business, and the needs of its customers, Golf Savings deployed WiredRed® Software's e/pop®, one of the most comprehensive, secure and scaleable instant messaging (IM) solutions available.

The need for instant messaging software started organically at Golf Savings Bank. It isn't uncommon for employees to determine the need for technology resources. After all, an organization is only as good as it's employees, which are the driving force behind today's most successful companies, whether they are small, family-owned businesses or a member of the Fortune 500. And so goes the story of the widespread use of e/pop at Golf Savings Bank. A few employees were using MSN Messenger, a free, non-secure consumer-oriented IM service, which in turn triggered the need for the IT department to find a more acceptable, and secure, means of real-time communications. The IT department, under direction of Jane Fortier, vice president of information technology, took immediate action and began the process of shutting down the use of MSN Messenger and finding an alternative that would provide the employees with the same results – yet meet and exceeded the bank's security policies.

Problem:

- Employees were using a non-secure, free consumer IM client to communicate internally

Solution:

- e/pop Professional, a secure instant messaging, presence and real time communications software for business

Business & IT Benefits:

- e/pop allows personnel to obtain assistance or resolve problems immediately
- IT personnel can notify all personnel in eight branches at once about IT issues (i.e., log off system, applications or server is down)

Golf Savings' employees found that having IM was a highly effective and useful means to get the attention of a co-worker, usually a loan officer or manager, who were in a meeting with a client at their desk or otherwise occupied. Short, but vitally important issues could be dealt with immediately, rather than be put off only to pile up in someone's "In Box."

The IT department also found out quickly that e/pop was extremely useful as their own communications vehicle. IT personnel use it to notify entire groups, or even all branches at once to log off the system, shut down specific applications or that there is a problem on the bank's servers.

"I actually found WiredRed and e/pop by doing a search on the Internet," said Fortier. "e/pop appeared to be the only IM software robust and secure enough for our particular needs. We tested it on a few networked computers. The process was extremely easy and with WiredRed's technical support helping us with the e/pop set-up, we found out in a very short time that the application met all of our requirements for scalability, speed, performance and especially security."

e/pop supports corporate standards for secure operations as well as central management. All e/pop messages are authenticated with end-to-end encryption and it offers a variety of security options such as RC4, DES, triple DES, AES & RSA.

The Golf Saving Bank network, which consists of Windows 2000 servers and desktops, connects all branch offices together, LAN to WAN, via Frame Relay. WiredRed's e/pop, which is powered by the company's Real Time Routing Architecture™, is designed for just such a network.

Golf Savings Bank found out firsthand the value of having its own "real-time communications system" when in August, 2003, Fortier installed a Microsoft Exchange server to replace the unreliable outsourced POP3 email service it had been using.

"During deployment of the Exchange server, email was up and down and we had no viable way of communicating with everyone," Fortier explains. "e/pop enabled us to continue our communications internally, so the lack of email delivery wasn't the huge problem it could have been."

Fortier adds, "All in all, e/pop is a great application. We love it and believe that it actually helps us work together better and at the end of the day, we've done the best we can to make our customers happy."

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