

Earlham Savings Bank

How a community bank took security and service to the next level



Industry

Financial Institutions

Location

Central Iowa, United States

Products

Security Center, Omnicast, AutoVu

Partners

Electronic Engineering, Axis Communications, IBM

EBANK
EARLHAM SAVINGS BANK

Overview

Earlham Savings Bank in Des Moines, Iowa, United States, first opened its doors in 1931 with the slogan: ‘Large enough to serve you, small enough to know you’. Fast forward a few decades and nine branches later, exceptional customer service is still a core value. Customers who enter branches are greeted by name and those who use the ATM drive-through are guaranteed a quick and easy transaction. In addition, an advanced security solution is used to keep both customers and employees safe.

Challenge – The limitations of older video technology

The bank wanted to upgrade its outdated video security for one with a modern security platform that included facial recognition analytics technology. This would help the bank’s staff recognize and greet regular customers, while also identifying potential suspects. The challenge was that their existing software and equipment could not support advanced facial recognition. The bank needed a security solution that could adapt to changes over time, as well as easily integrate with other leading technologies.

Solution – One security platform across all branches

Earlham Savings Bank has increased security across all nine branches using the Genetec™ Security Center unified platform. What won the security team over was the solution’s flexibility. With the help of their integrator, Electronic Engineering, they chose Security Center so they can continually expand and enhance their security operations. Today, the bank uses the

Security Center Omnicast™ video management system and the Security Center AutoVu™ automatic license plate recognition (ALPR) system at every location. The ALPR cameras add another level of security, complementing the IBM facial recognition solution for identifying suspects. Next, the bank plans to use this business intelligence to enhance operations and service by identifying customers as they approach their branch.

Earlham Savings Bank upgrades to an open security platform

At Earlham Savings Bank, the Genetec Security Center unified platform’s flexibility has proven invaluable. According to Garret Hulse, Executive Vice President at Earlham Savings Bank, “Security Center offers us tremendous versatility. We were able to gradually standardize on Security Center across all our branches and choose our preferred servers and cameras. We’re now working towards unifying all our security systems within the platform. With Security Center, we are building the best security strategy for our bank at our own pace.”

How they did it

The move to Security Center happened one branch at a time. The bank's security team began by phasing out older video systems, installing new Axis Communications IP cameras, and upgrading to the Omnicast video management system. They then added AutoVu ALPR cameras at branch entrances and ATMs to track incoming drivers. They also integrated the IBM i2 facial recognition solution within Security Center to capture more information when identifying suspects during investigations.

Spotting threats before they escalate

With Security Center, retrieving evidence has never been easier. When the security team needs to investigate an incident or fraud case at any of the nine branches, they can remotely log into the platform to see what happened.

With loitering detection enabled on certain outdoor cameras, the system immediately alerts the security team if a person or car is in the parking lot after hours. They can then retrieve live video and ALPR data to see if there is a legitimate concern such as someone installing card skimmers to ATMs.

"We have security procedures which stipulate that multiple people need to open a bank together. So, if someone is lingering in a lot or around our branch, we'll receive an alarm in Security Center. This helps us become more proactive in spotting and addressing potential threats and keeping our personnel safe," said Hulse.

Some bank personnel also have access to their branch's system to monitor real-time loitering alarms during business hours. For instance, at one branch, the bank's layout prevents staff from seeing the front entrance. The loitering detection helps keep us informed of suspicious behavior, so we can stay one step ahead of possible risks.

"Security Center is much easier to use than our previous solutions. When there's an emergency, every second counts. Being able to quickly find what we're looking for is a big benefit to our team," said Hulse.

Using ALPR data to strengthen security and service

When the security team has all the information they need, they can resolve issues faster. This is why the AutoVu ALPR system has been particularly valuable. In cases of ATM fraud, the team was able to quickly provide video alongside vehicle and license plate data to law enforcement, which helped police apprehend suspects.

"It's hard to capture the faces of drivers going through our drive-through ATMs, or to jot down a license plate of a vehicle leaving a branch. With ALPR cameras, we have a head-start on finding out who might have been involved in an incident," said Hulse.

Moving forward, the bank will use the Security Center platform to continue to improve operations and customer service. For example, with facial recognition and ALPR data, tellers will receive discrete notifications indicating a customer's name as they approach the counter or drive-through an ATM. This will allow tellers to add a personal touch by personally greeting each customer, even as the bank expands. It will also allow the bank to gain insights on how customers use their branches in order to adapt their service offerings, build loyalty and attract new customers

A security platform that evolves over time

The long-term goal is to have every security system unified within the Security Center platform. That includes upgrading to the Security Center Synergis™ access control system and integrating an existing intrusion system within the platform.

"There's no question that the Genetec Security Center platform was the best solution for our bank. In my opinion, it's the most robust platform available for any business of our size. We feel confident that Security Center gives us a solid foundation on which we can keep evolving our security operations and developing new applications that boost customer satisfaction," concluded Hulse.