

CASE STUDY



***First National
Bank Of Omaha
Reduces Costs And
Generates New
Revenue Streams
By Partnering With
OPEX***

OPEX[®]
CORPORATION

While it may not seem complicated from the outside, processing bill payments for retail and wholesale customers is an enormous undertaking. Checks and payment coupons are sent in by mail, envelopes are opened, and payments are imaged and routed to the appropriate department. It is so labor and technology intensive that companies across many industries, such as cable companies and medical providers, often look to third-party vendors to manage the entire payment process, otherwise known as lockbox operations.

Saving Time And Money

In the mid-1980s, the First National Bank of Omaha had a growing lockbox operation business with both retail and wholesale customers. The 150-year-old bank processed as many as 3.1 million transactions per month for its customers. Faced with the high volume of payments and transactions, First National made the strategic decision to invest in technology that could help automate its lockbox operations and reduce manual labor costs. To tackle these issues First National partnered with OPEX.

Using a combination of OPEX AS7200's and AS3690's for opening, routing, and scanning mail removed the labor-intensive hand-sorting processes of old in favor of automating the entire process. Making this change helped First National reduce payment routing errors, lowered labor costs, and allowed the bank's employees to focus on more critical activities.

With its strong partnership with OPEX, First National is able to offer their lockbox customers

many benefits including:

- *Information Security* — with a state-of-the-art technology facility
- *Timely Processing* — First National's infrastructure is built to provide fast and accurate processing, which translates to cost savings to their customers
- *Lower Technology Costs* — by outsourcing payment processing, companies do not need capital expenditures or expensive upgrades to their own equipment.

The Gold Standard Of Customer Service

OPEX's technology performed so well over the years that First National now has

- 1 OPEX MPS 40
- 4 OPEX System 150 with IEM
- 16 OPEX AS3690
- 3 OPEX AS7200i
- 1 OPEX AS7200t
- 9 OPEX Model 50

as part of its operations. But technology alone isn't the only reason why FNBO continues its strong relationship with OPEX.

"We have a relationship that goes beyond 20 years with OPEX and that didn't happen by accident," said David Cole, operations officer at First National. "OPEX provides two on-site specialists at our facility to tackle any problems that arise. As anyone in IT services industry knows, offering that type of 24x7 support in our facility, as opposed to calling for assistance and waiting for a technician to arrive, is extremely rare. It is that type of commitment to providing quality products and support that keeps us working closely with OPEX."

Growing A New Line Of Business

By 2006, First National had a flourishing lockbox operations business, in part thanks to OPEX. But there was another IT challenge looming for Cole and his team — how to lower the costs associated with maintaining and managing their own internal disaster recovery efforts.

First National had worked with a vendor in New Jersey for many years, but Cole felt that his team didn't have control over the disaster recovery process, and the travel costs associated with regular trips from Omaha to New Jersey became a burden. Cole and his team felt that having their own disaster recovery facility nearby would address many of their concerns and reduce costs. However, it is not easy to find, deploy, and manage an entire turn-key solution for a disaster recovery facility. So Cole turned to First National's long-term partner.

"One of the great things about OPEX's technology is that it has stood the test of time," said Cole. "We were able to create our own disaster recovery facility using existing OPEX

technology. This meant that we didn't have to reinvest in new technology, and now we have our own facility only 15 miles away on the other side of town."

Expanding Partnership = Increased Revenue

After successfully managing their own disaster recovery facility for two years, First National realized that its lockbox customers also might have needs for disaster recovery protection. Cole figured that if First National could use OPEX's technology to build its own disaster recovery facility, why not offer the service to customers?

"We successfully built our own disaster recovery facility with the help of OPEX, and we quickly surmised that we could offer another value-added service to our customers," said Cole. "Not only is OPEX's technology powerful enough to manage all of the processes we need for our internal purposes, but their IT team is able to customize any solution that our customers might need. We feel 100% secure in offering disaster recovery services to our customers since we have complete faith in OPEX technology."

