CUSTOMER PROFILE

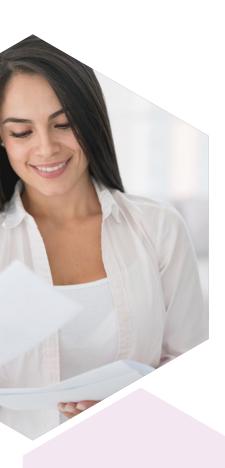For more than 150 years, First National Bank of Omaha has set the standard for outstanding customer service coupled with some of the most innovative financial products in the industry.

When it first opened, First National was a local bank that served only Omaha and the surrounding communities. Today, First National is part of the largest privately owned banking company in the U.S., with $19 billion in managed assets. It operates more than 100 retail banking locations in seven states: Nebraska, Colorado, Illinois, Iowa, Kansas, South Dakota, and Texas.

The bank continues to deliver on its mission — to build and maintain long-term relationships by delivering a superior customer experience through simplicity, efficiency, and engaged employees while driving profitability and long-term growth.

First National Bank of Omaha Preserves Processes and Gains Functionality with DATACARD® DX5100™ Card Delivery System

CHALLENGE: Upgrade from a competitive system in the high-speed card delivery market to new stand-alone card delivery technology that improves efficiency and productivity — without disrupting current processes.

SOLUTION: After a successful beta test with groundbreaking new equipment, First National selected and installed two DATACARD® DX5100™ Stand-alone Card Delivery Systems — one at its main site and a second at its contingency site.

RESULTS: First National now has state-of-the-art card delivery technology that enables faster change-overs, reduces machine stops, streamlines rush/pulls, balances jobs and audit trails, and allows high quality, on-demand printing on large-sized paper.

ENTRUST

SECURING A WORLD IN MOTION

First National Bank

Committed to Stand-alone Model

First National Bank of Omaha had opted to implement stand-alone card delivery for years because it enabled the bank to gang like jobs together and keep job sizes larger. With many complex mailings and daily volumes ranging anywhere from 3,500 to 11,000 accounts, the bank considers stand-alone card delivery — rather than inline processing of everything from cards to finished envelopes — the best model for its bustling operation.

As its 10-year-old card delivery system from another provider was approaching end of life, First National Bank of Omaha began exploring replacement options for stand-alone card delivery. Their current system was obsolete, often leading to costly downtime. Additionally, the original provider didn't offer the customized software that First National preferred. The bank looked at the latest technologies offered by both its current provider and Entrust.

"It was like pulling teeth to keep the printer running on our old card delivery system," said Donna McVea, analyst II, embossing operations at First National Bank of Omaha. "It would have cost more to upgrade to our existing system than buy a brand new state-of-the-art system from Entrust."

At the same time, First National was developing a second contingency site for redundancy purposes and to handle compromises from breaches and cleanup. So, they would need to install two of the same stand-alone system they ultimately selected.

The Total Package

First National was already very familiar with DATACARD® products, having two DATACARD® MX6000™ Card Issuance Systems running on its shop floor. Extremely satisfied with technology and service through the years, First National was intrigued when they were approached to beta test brand new technology — the DATACARD® DX5100™ Stand-alone Card Delivery System — that would soon be launched to the market.

The DX5100 System seemed to offer everything First National was seeking. They wanted to use existing files and template images without additional programming. They sought to retain all the features they liked with their current system — read look-up, printing carriers on the fly, rush/pulls, and a process for read look-up format that matched its current system.

First National also saw the value of reducing pre-printed stock and giving its marketing department more flexibility with on-demand laser color printing. A new robust envelope insertion system would help First National more efficiently contend with its wide variety of inserts and frequent change-overs. And having one trusted partner — Entrust — for systems and service was the icing on the cake.

"If we went with Entrust, we would have one source and one contract to service all of our machines," said McVea. "That was very attractive to us."

Overcoming Obstacles

The beta test of the DX5100 System began in 2014, with Entrust working on site to resolve any issues that arose. For instance, while the system offered more insertion capabilities than its previous card delivery system, First National needed to decrease the time it was taking to load the inserts and switch between mail sets.

That's because the DX5100 System's original input hoppers on the envelope inserters required operators to move a roll bar to the inserter, which was both time consuming and labor intensive. Entrust and envelope insertion partner Neopost worked together to develop a new way to adjust the insert side guides, and now, the hoppers can be opened and closed quickly — significantly reducing downtime for switching out inserts.

The number of warnings with the original DX5100 System were also a concern for First National. Operators had to address warnings at every leg of the system to make sure the run would be error free, requiring frequent starts and stops — and warm ups in between.

"System uptime was very important for our operation. We asked Entrust to consolidate all the warnings into one start at the front end of the system so we can say yes all at once and keep going," said McVea. "They were able to do it, and it's a big time saver for us."

Featured Products

The DATACARD® DX5100™ Card Delivery System offers ultimate flexibility, best-in-class productivity, and feature-rich functionality to address new challenges and emerging opportunities for high-volume issuance operations. It sets the standard for reliability, security, and productivity — while bringing authentic Entrust quality and modularity to stand-alone card delivery.

"Our operators love the new DX5100 Systems. All of the work done during the beta test really paid off and we have the ability to upgrade in the future since we're now a completely Entrust shop."

- Donna McVea
  Analyst II, Embossing Operations
  First National Bank of Omaha

ENTRUST
SECURING A WORLD IN MOTION

Efficiency & Functionality Gains

Due to company policy, First National can only affix two cards per carrier, which required multiple mailings for customers that need several or more cards. This was problematic with its previous stand-alone card delivery system because each card was assigned a separate file — with the same account number — and many duplicate files were accumulated. As a result, the system had to be stopped and files loaded numerous times just to complete one job.

"With the DX5100 System, we can have them all in one file and run back to back," said McVea. "This is much more efficient, saves time, and our operators like this much better."

First National routinely receives calls at the last minute to pull cards from production and the mail stream, leaving operators scrambling to find the cards that needed to be removed with its old card delivery system. Thanks to special software Entrust developed, First National can now load a rush/pull list before a run, and the system automatically preps and pulls the accounts then segments them in a divert station.

"It's amazing. We don't have to hunt for these anymore. They all come out together and away they go," said McVea.

The Power of Data

The DX5100 System also provides an insert audit log that makes it easier for First National's operators to find accounts missing in a file. Printed every morning, the log lets operators know how many accounts they have for each set they're running. It's also used for reporting and tracking inventory and supply usage — information McVea routinely provides to its marketing department that develops the carriers.

By remaining with Entrust, the provider of its card printing systems, First National didn't have to reprogram its data files — which could be a very time-consuming process. The data could be easily moved from the competitive system to the DX5100 Card Delivery System.

"Entrust developed unique applications that allowed us to move all of our data forward to the DX5100 System seamlessly," said McVea.

Larger Sizes, Vibrant Color

First National has been producing larger sized, 11 x 17-inch carriers for years so it can include more messaging, legal information, coupons, and co-branding. But the DX5100 System with a Ricoh 901C laser color printer helps First National's carriers really stand out with on-demand color printing.

Currently, 43% of First National's carriers are larger sized (11x17). Inline color printing has dramatically reduced the need for pre-printed stock — most of the vibrant color carriers First National produces start from blank white paper stock.

"We wanted special card carriers, but we didn't want to maintain all the pre-printed stock," said McVea. "With the C901 and DX5100 Systems, I'm able to minimize the number of paper stocks, and we can print great looking carriers front and back on larger paper sizes."

Sold on the DX5100 System

The successful beta test — plus Entrust's willingness to troubleshoot issues and bring new functionality — convinced First National to purchase two DX5100 Systems. Since the installation, operators have embraced the new technology. Those that had been running the DATACARD MX6000 card printers were typically up to speed on the DX5100 System in a day. Those with no experience had the technology down within a week.

"Our operators love the new DX5100 Systems," said McVea. "All of the work done during the beta test really paid off, and we have the ability to upgrade in the future since we're now a completely Entrust shop."