

Growing Ohio-Based Financial Institution Banks on TWCBC for Reliable, Cost-Effective Data and Voice Services

Many of the depositors at Ohio-based First State Bank were once customers of larger banking institutions, who grew weary of their high fees, poor customer service and minimal community presence.

So, too, the customers of the bank's longtime telecommunications provider, Time Warner Cable Business Class (TWCBC). According to First State Bank's IT manager, Dan Ferguson, TWCBC shares his company's customer-first approach to business.

"TWCBC is by far the best communications service provider that I have worked with," says Ferguson, whose three-person team oversees communications for the bank's 85 employees at all locations. "Other providers cannot compare to their level of service and customer satisfaction. It's the same type of service we strive to give our (bank) customers."

First State Bank (www.fsb4me.com) operates eight branch locations in small communities east of Cincinnati: Manchester, Peebles, Seaman, West Union, Ripley, Georgetown, Mt. Orab and its main location of Winchester. As it has grown in recent years, via acquisition and expansion, so too has its alliance with Time Warner Cable.

"My TWCBC team remains proactive to address our needs, and suggests new products as they become available or relevant for us," adds Ferguson. With a ninth location forthcoming, in Hillsboro, he appreciates that "I don't have to pry for information, like with some other vendors. TWCBC does a good job of making sure to stay in touch with customers and keep them abreast of changes."

As the bank has grown in size and scope, and with the popularity of online banking and other digital services, First State Bank called on TWCBC to migrate its data network from outdated copper T1 connections to Time Warner Cable's high-speed, fiber-rich, wholly-owned network.

According to Ferguson, "The new network allows us greater bandwidth, security and reliability of services, all of which are extremely important for financial institutions."

TWCBC installed an Ethernet Local Area Network (ELAN) solution for First State Bank, with high-speed broadband connectivity to each branch location and its centralized data center. ELAN is an excellent choice for enterprises, like multi-branch banks, needing any-to-any communication between several locations.

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Dan Ferguson
Information Technology Manager
First State Bank



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ELAN offers scalable bandwidth options and is a cost-effective alternative to legacy technologies because it helps enables users to lower their cost of ownership by reducing capital outlays on hardware. In fact, ELAN enables the bank to share servers, printers and other hardware, which no longer have to be duplicated at every First State Bank location.

Also, ELAN is built on standardized, MEF-compliant Ethernet, making it easy to manage. TWCBC was one of the first service providers to earn MEF 14 Certification compliance from the Metro Ethernet Forum (MEF), furthering its credibility and reputation for deploying and managing Ethernet services.

In addition, TWCBC provides Dedicated Internet Access (DIA) to the main office, which uses it to deliver Internet service for each branch location. The company also serves the bank with Business Class Phone, an IP-enabled voice solution.

Having all of these services through TWCBC has generated “significant” total cost of ownership savings, too, says Ferguson.

He has also been impressed with the company’s locally-based 24/7 customer support services. “Although I have had very little trouble with the fiber connections, Time Warner Cable is very good and very adamant about providing information and updates if I do have that need.”

A 15-year IT veteran, in both the healthcare and financial industries, Ferguson says that in reviewing service providers “Security and reliability are the first things we look for. Both of these qualities are primary selling points of Time Warner Cable.”

For more information about
Time Warner Cable
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About Time Warner Cable Business Class

Time Warner Cable Business Class, a division of Time Warner Cable (NYSE: TWC), offers a full complement of business communications tools to small- and medium-sized businesses and enterprise-sized companies. Its phone, Internet, Ethernet, cable TV and security solutions are enhanced by award-winning customer service and local support teams. Time Warner Cable Business Class was founded in 1998, offering high-speed Internet to small businesses. Today, it serves approximately 450,000 business customers throughout Time Warner Cable’s markets.