

EASTERN BANK COUNTS ON COMCAST FOR QUICK CUSTOMER ACCESS TO BANKING SERVICES



ORGANIZATION

Eastern Bank

CHALLENGE

Provide customers with quick access to banking services via an overall system and network architecture that provides the technology blueprint for existing network projects, new services introductions, future upgrades, and growth demands.

SOLUTION REQUIREMENTS

- **Reliability:** The network solution requires proficient, stable networking services to multiple banking sites for fast data exchange so customers have access to their current financial information through a multitude of technology channels.
- **Security:** Data traffic must be concealed on the network providing secured, reliable VPNs that are managed internally by the Eastern Bank Network team.
- **Flexibility:** Network bandwidth must be scalable so Eastern Bank can accommodate future mergers and acquisitions, as well as the emerging applications that demand a flexible core network.

SOLUTIONS

- Comcast Business Ethernet Network Service
- Comcast Business Ethernet Dedicated Internet

RESULTS

- A secure and fast network ensures customer data is protected, current, and highly available. The support mechanism allows the team to readily deploy and guarantee a Class of Service/Quality of Service support.
- Scalable bandwidth increases customer service levels
- Cost-effective Comcast solutions save approximately \$115,000 per year

SECURE INFRASTRUCTURE PROTECTS FINANCIAL DATA

Eastern Bank, the largest independent, mutually owned bank in New England, requires a secure and reliable network infrastructure to transfer and protect an enormous amount of data. This includes customers' bank account and credit card information, their financial transactions, mortgage payments, and payroll processing for their businesses.

In the past, Eastern Bank relied on a synchronous optical network (SONET). While it was stable, it wasn't flexible enough to integrate additional services on new transport mechanisms, such as wireless, voice, and digital media applications, which involve an increased bandwidth-intensive demand within the network infrastructure. In addition to meeting future application needs, a fast and flexible Ethernet network would also make it easier to accommodate acquisitions and mergers of other banks, which add more complexity in a less flexible network infrastructure. Eastern Bank requires a network platform that reduces the time-consuming decoupling process.

"We are required to provide customers with readily available access to our call center, ATMs, and web site," said Robert Primavera, Vice President of Network Engineering at Eastern Bank. "This requires a flexible network, and that is exactly what we get with Comcast Business Ethernet Network Service."

FASTER NETWORK SUPPORTS CUSTOMERS' BANKING NEEDS

Eastern Bank replaced the SONET solution with an Ethernet Network Service that includes Comcast as one of its primary network partners. "Comcast has become a major network provider of our core business processes," Primavera said. "The Comcast network is integrated on the backbone of Eastern Bank's unified communication network that delivers seamless communications to both customers and employees, which enables us to offer customers quick access to our banking services. This includes access to any one of our 97 branches, 800-Eastern Customer Service, as well as online web and ATM services."

Comcast Business Ethernet Network Service has also become one of the critical elements in leveraging existing physical dedicated facilities, resulting in marginally lower costs of other service delivery such as partner connections, voice services, etc. "Plus, Comcast gives us over nine times the bandwidth than SONET—at a lower price, saving us more than \$75,000 each year," he continued.

COMCAST
BUSINESS

“The Comcast network is part of the core backbone for Eastern Bank’s Internet offerings, online banking, 800-Eastern Self Service banking, ATM transactions, and VoIP service, which enables us to offer customers quick access to our banking services, anytime/anywhere.”

*Bob Primavera
Vice President of Network Engineering
Eastern Bank*

Eastern Bank saves an additional \$40,000 each year with another Comcast solution: Comcast Business Ethernet Dedicated Internet. “Comcast’s Internet connectivity is much more competitively priced than other providers, but what impressed us most is the path of the Internet circuit. Comcast’s path provides us with additional core site resiliency due to underlying network protocols and physical diversity,” Primavera said.

EASTERN BANK SERVES CUSTOMERS FASTER WITH COMCAST SOLUTIONS

A secure and fast network ensures customer data is protected, current, and highly available

Comcast Business Ethernet Network Service transfers Eastern Bank customers’ financial data quickly and securely over the Comcast network, ensuring they have the most current data whenever they call the banking center, access the web site, or use one of the bank’s ATMs. The Comcast Ethernet solutions allow Eastern Bank to meet growing bandwidth and convergence requirements for the enterprise, while maintaining seamless communications to both customers and employees.

Scalable bandwidth increases customer service levels

Comcast Business Ethernet Network Service provides the bandwidth needed for customers to access the bank’s portal for online banking. This includes paying bills online, transferring money between accounts, checking balances, and mobile computing such as a check-imaging application on a smart phone. Comcast Business Ethernet Dedicated Internet also gives Eastern Bank scalable and dedicated Internet connectivity so employees can service customers faster. Employee processes that once required several minutes can now be presented to customers in far less time.

Cost-effective Comcast solutions save approximately \$115,000 per year

Comcast Business Ethernet Network Service provides Eastern Bank with nine times the bandwidth for a lower price than its previous SONET solution, saving the bank more than \$75,000 each year. Comcast Business Ethernet Dedicated Internet also gives Eastern Bank more redundancy, added physical protection, and more than twice the bandwidth at a lower price than their other Internet provider, saving an additional \$40,000 each year.

ABOUT EASTERN BANK

Founded in 1818 and based in Boston, Eastern Bank is the largest independent and mutually owned bank in New England, with \$7.6 billion in assets and more than 90 branches serving communities from the Merrimack Valley to Cape Cod. Eastern Bank offers banking, investments, and insurance and prides itself on working harder to understand its customers’ needs so it can deliver these services in a committed and personal way.