



HILLTOP HOLDINGS

Hilltop is a Dallas-based financial holding company that endeavors to make acquisitions or effect business combinations. Through its wholly owned subsidiary, PlainsCapital Corporation, a regional commercial banking franchise, it has three operating subsidiaries: PlainsCapital Bank, PrimeLending, and First Southwest. Through its other wholly owned subsidiary, NLASCO, Inc., it provides property and casualty insurance from two insurance companies.

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Vertical: Financial
Employees: 5,400
Locations: 450 locations
in 44 states

The Challenge

With its subsidiaries, many employees and locations, Hilltop required a **more streamlined corporate-wide collaboration strategy and standards.**

- ▶ Create corporate standards across all subsidiaries
- ▶ Lower cost and have more predictable spend and maintenance costs on licensing
- ▶ Prepare for expanding the business by internal growth and acquisition
- ▶ Simplify collaboration among employees in different locations customers

The Solution

Synetra and Cisco met with each CIO and key branch personnel to understand their collaboration needs, identify issues and define their requirements. Following these discussions, **Synetra and Cisco worked with the executives of Hilltop to outline their financial expectations and developed an Enterprise License Agreement (ELA).** The ELA detailed the offerings, strategy and three year ROI, which was presented to the Hilltop subsidiaries and the Hilltop CFO.

- ▶ Collaboration ELA
- ▶ WebEx ELA
- ▶ 3 year Licensing Agreements

The Outcome

Synetra provided a solution that enabled Hilltop to **gain better control over their collaboration expenses** for the term of the ELA.

- ▶ Increased ROI by an expected 17%-20% over the term of the ELA on licensing costs
- ▶ Experienced more cohesive collaboration with full functionality throughout the corporation and subsidiaries
- ▶ Balanced collaboration spend to make it more predictable over the next 3 years
- ▶ Simplified Cisco's software licensing

The Opportunity

Hilltop and Synetra continue to innovate together to enhance Hilltop's collaboration. Future initiatives may also include additional collaboration tools, phones, video endpoints and additional WebEx seats.



About Synetra

Synetra is the premier provider of IT and communications solutions that transform the way businesses and organizations operate across Texas. With more than 30 years of experience, our team of consultants and engineers work with you to understand your needs and create a solution that meets them, while ensuring the integrity, security and availability of critical IT and communications services. Synetra's strong focus on customer service, our big picture approach and strong partnerships within the community has made us a trusted advisor to businesses, hospitals, governments and schools in our region.