



From its headquarters in the city of Sonora, Texas, Sonora Bank serves the many communities spread out across west central Texas. In an effort to improve employee communications, develop tighter relationships, and reduce travel costs due to long drive times between branch offices, the bank made the decision to deploy video conferencing throughout its locations.

**Organization: Sonora Bank**

- ▶ Regional savings and loan
- ▶ Locations: Sonora, San Angelo, and Boerne, Texas
- ▶ Employees: Approximately 90

### Customer Business Challenges

Sonora Bank's budget for the year did not include purchasing the end-to-end infrastructure for its own internal use. Such a video conferencing solution would be in excess of \$50,000, and the bank had not budgeted for that type of investment. Synetra, Sonora Bank's IT services partner, had a solution.

C.B. Notley Jr. at Synetra reached out to his Cisco® distributor, KBZ, explained Sonora's situation, and asked if KBZ could help. KBZ suggested using one of its cloud providers, TeleSpace, who specializes in delivering business voice, high-definition (HD) video, and customer care applications through its cloud service subscriptions running on its world-class Quad Core Network.

The stakeholders at TeleSpace, KBZ, and Synetra worked together, and soon they had the perfect solution to bring video conferencing to Sonora Bank's widely dispersed branches. The solution combined the best of Cisco hardware and TeleSpace's delivery capability to provide highly reliable and cost-effective Cisco Powered services. It made communicating between remote offices easier than ever. And it costs the bank only \$1,100 each month.



“ We have branches in different areas of the state, and they were all working independently. If each branch had continued to isolate itself, then we wouldn't have operated as a unified bank with a singular vision. Video conferencing prevented that by helping the bank's executives develop closer relationships. ”

— Hans Mensch,  
Technology Manager, Sonora Bank

## Executive Summary

### Solutions

- ▶ Cisco TelePresence SX Series and video conferencing hardware, Cisco Jabber® license
- ▶ TeleSpace delivered Cisco TelePresence as-a-Service

### Customer Success

- ▶ Sophisticated technology for a lower cost
- ▶ Eliminated commuting costs
- ▶ Improved interbranch relationships
- ▶ Enabled the bank to expand more easily
- ▶ Accessible from anywhere in the world

### Business Results

- ▶ Use new model for other customers
- ▶ Offer broader solutions portfolio to small businesses
- ▶ Provide new value as reseller

“We’re a community bank. We enjoy our relationships with customers. Even as we grow, we want to maintain that community feel. We also hope our vendors treat us with the same respect we offer our customers. Synetra did that, creating a relationship that was perfect for us.”

— Hans Mensch,  
Technology Manager, Sonora Bank

## Technical Solution

The traditional approach when deploying video conferencing is to purchase all of the hardware needed for point-to-point communications outright, including a multipoint conference unit to support larger meetings, video-conferencing units for remote locations, and some external firewall software, which allows personnel outside the bank’s network to be included on calls. Not only can the infrastructure be costly, but it also can be complex to manage.

Given the bank’s budget constraints, both Synetra and Sonora felt a cloud solution made a lot of sense. Sonora bought Cisco TelePresence SX Series video-conferencing hardware, including several small units and some larger units to fit the needs of each branch office, and to connect with each other using Cisco TelePresence as a Service (TaaS). The bank didn’t have to make a large, initial capital expenditure, choosing to pay small monthly installments instead. But it was still able to get what it wanted—the kind of sophisticated technology employed by much larger banks.

Normally, it would take Sonora Bank 4 years to spend the same \$50,000 that it would have had to pay up front. Yet, by the end of those four years, its technology investment would likely need an upgrade or a replacement. So, in the long run, purchasing an in-house solution would have cost even more. As it stands, the financial burden of future technology upgrades rests with TeleSpace.

## Customer Success

On the surface, Sonora Bank was able to deploy its video-conferencing capabilities for very low cost. Plus, it saves thousands of dollars each month on travel costs alone. It also pays no annual maintenance costs for the technology. The benefits don’t end with dollars and cents.

With the new system in place, the bank can now host branchwide meetings, and employees don’t have to drive great distances to attend in person. The solution allows point-to-multipoint video conferencing, so every office can participate simultaneously. Also, when bank executives are traveling, they can now securely participate in calls from anywhere in the world.

As a result, the bank’s executives and officers have strengthened their relationships. In short, Sonora Bank now enjoys the easy-to-use, HD video-conferencing capabilities of a big city bank, only on a smaller bank’s budget. Synetra also worked out the Domain Name System (DNS) details, helping to ensure that the bank’s domain is used when dialing, so no one can tell that the call infrastructure is hosted. Whenever employees, partners, or customers call in, all they see on their displays is the Sonora Bank system.

## Business Results

For Sonora Bank, suddenly Synetra was seen in its true light of providing enterprise level solutions for all levels, including small business. Synetra now deploys similar datacenter, hybrid cloud and full cloud services for many of its clients across all industries – engineering, oil and gas, education, legal, government, commercial and finance.



Cloud solutions enable small companies to add capabilities at a fraction of the cost. They don't have to worry about operability, maintenance, and upgrades. Through service subscriptions, Synetra can offer a much broader portfolio of possibilities to its smaller customers.

“ Sometimes, you look at Cisco solutions and say, ‘This is great for my customer with 10,000 employees, but it really doesn't fit for my customer with 25–100+ employees.’ With these services, you have a broad enough portfolio to offer a customer of any size. ”

– C.B. Notley Jr.,  
Sr. Account Manager, Synetra



Professionals You Can Trust

Synetra's engineers and technicians maintain the highest levels of industry certification, and as a company we are regularly recognized by our OEM partners for excellence in customer satisfaction. The set-up process is customized to exact needs and requirements, and you will have the peace of mind that comes from consistency in the relationship and local support.

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.

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