



CUSTOMER:  BlueShore
FINANCIAL

BlueShore Financial – An Opportunity for Growth through Technology Change

Banking on the importance of ‘member intimacy’, BlueShore Financial is transforming the traditional banking experience with an approach that is more closely aligned with a visit to the spa than a financial institution. Headquartered in one of BC’s most affluent neighbourhoods, this customer focused approach has resulted in an enormous influx of new business and asset generation for BlueShore.

The Business Problem

To continue taking advantage of growth opportunities and delivering exceptional customer service offerings, BlueShore Financial needed to break down its operational silos and migrate to a modern, functionality-rich, operating environment that fully integrated with other corporate-wide systems. BlueShore chose to move away from a completely outsourced model, and become the first financial institution in Canada to adopt TEMENOS T24, a new world-leading banking system engineered by TEMENOS.

With this business decision, BlueShore Financial's Information Technology Solutions team inherited a level of responsibility it never had before. While BlueShore had established partnerships with HP to manage the payment network and data center, Threshold Financial Services to maintain its switch technology, and TEMENOS to ensure the reliability of the TEMENOS T24 core banking system, the financial institution was still responsible for the seamless functionality and compatibility of all these components. The Information Technology Solutions team would need to guarantee a risk-free migration to the new banking platform, provide ongoing management of the entire ATM (Automated Teller Machine) and POS (Point of Sale) payment transaction channels, and ensure BlueShore compliance with all regulatory requirements.

Less than a month from converting to its new banking system, the Information Technology Solutions team decided it was also time to improve the existing, resource-intensive, fraud identification process. This current process involved the leveraging of multiple in-house tools and the manual parsing of bank system logs to isolate fraudulent transactions. The added complications involved with offering an undisrupted, always-available service meant BlueShore Financial needed a real-time transaction monitoring solution designed to:

- **Quickly identify fraudulent transactions and meet regulatory compliance for POS, ATM and debit card fraud prevention**
- **Proactively manage and verify the performance of all the payment processing components, without spending significant amounts of time and money on IT and partnership management**
- **Manage the risk associated with integrating a new banking platform into a 24/7 real-time ATM and POS environment**

BlueShore Financial chose **INETCO Insight®**, a business transaction management solution by **INETCO® Systems Limited**, to address the needs outlined above.

"Our core business is financial services, not technology. But we needed to help alleviate some of the risks by taking a hands-on approach. Managing an online, 24/7 banking application has huge implications on our customers and partners. Therefore, we need to leverage tools that are proven within this industry to make our transition easier. We require constant assurance that we are up and running, and alerted to issues when they arise so we can resolve them quickly before any impact is felt."

PETER CHAU, DIRECTOR OF BUSINESS TECHNOLOGY, BLUESHORE FINANCIAL

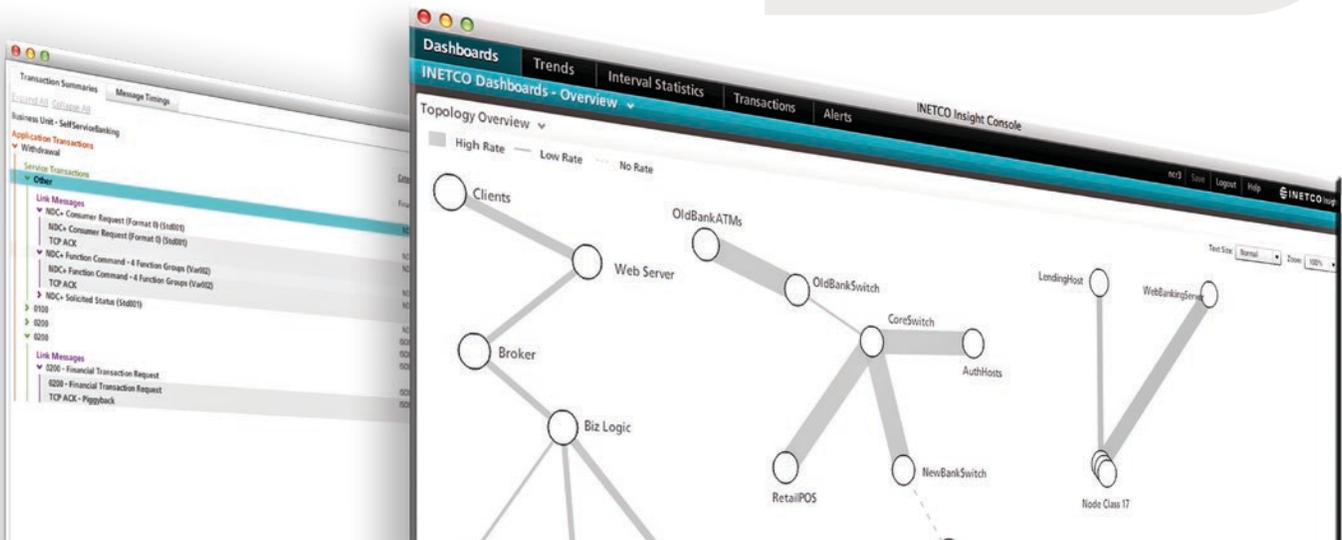
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The Business Solution

INETCO Insight enables BlueShore Financial to configure real-time alerts tied to ISO transaction response codes associated with fraud, a requirement that is necessary to comply with fraud prevention regulations. With the software's ability to capture, correlate and report on granular transaction details for every payment transaction, BlueShore can query up to eight days of data for speedy troubleshooting and investigation into transaction anomalies. INETCO Insight's multi-link transaction assembly gives BlueShore visibility into entire end-to-end payment transaction paths, making it easy to oversee the performance of all BlueShore's partnership components. Ongoing, 24/7 transaction monitoring also helps the Business Technology team proactively troubleshoot issues and guarantee a smooth integration of new technology, such as the TEMENOS T24 banking platform, without incurring extra resource costs.

With INETCO Insight, BlueShore Financial gained:

- Regulatory compliance for POS, ATM and debit card fraud prevention
- \$100,000+ savings per year in staffing resources
- Successful deployment of new banking platform
- Mitigated risk of customer service interruptions
- Visibility into its co-managed payment processing environment
- Proactive identification of suspicious transaction anomalies



"We couldn't have joined the Interac network unless we could prove we were able to monitor transactions as per its regulatory guideline. INETCO Insight gave us the quickest and most secure solution. But the INETCO tool surprised us how it also contributed toward our whole strategy in a positive way. We are already expanding its capabilities into our other online channels."

FRED COOK, CIO, BLUESHORE FINANCIAL

The Business Impact

INETCO Insight's ability to help the financial organization guarantee always-available service exceeded all expectations. With INETCO Insight, BlueShore Financial is able to:

Meet regulatory compliance for POS, ATM and debit card fraud prevention

- Configure real-time alerts that capture transaction anomalies and ISO transaction response codes associated with fraud, as required by fraud prevention regulations
- Provide a historical log of granular, correlated transaction data for every payment transaction to quickly query and investigate potential fraud and security breaches

Improve partnership management and troubleshooting response times without added resource costs

- Monitor the performance of HP, Threshold Financial Services, TEMENOS, and entire end-to-end payment transaction paths with multi-link transaction assembly
- Break down transaction message formats in real-time to proactively identify problems that may affect customer service levels

Reap the benefits of new technology integrations...with no risk of impact to existing services

- Gain ongoing, consolidated, 24/7 visibility into transaction performance to guarantee smooth integration of the new TEMENOS T24 banking platform, without impacting customer service
- Rely on INETCO Insight to capture, correlate and report on desired transaction information; immediate availability of information makes the Business Technology team more efficient and self-reliant

To learn more about INETCO Insight, visit www.inetco.com or email insight@inetco.com



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