INETCO Insight

CASE STUDY

CUSTOMER **WOODFOREST** NATIONAL BANK

How Woodforest National Bank improves customer experience, ATM management and branch profitability with real-time transaction monitoring and analytics

Woodforest National Bank® is a privately held bank headquartered in The Woodlands, Texas. Established in 1980, the $6.4 billion-asset institution proudly stands among the strongest community banks in the nation, operating more than 700 branches in 17 different states across the United States. Woodforest is also well known for its hundreds of retail branches located within some of the most prominent operators of big box retail and grocery stores.

Woodforest is committed to earning customer loyalty by offering the highest level of customer service and competitive products and services through "relationship banking" by employees who are fair, responsive and professional.

INETCO has helped Woodforest:

- Optimize transaction data intelligence gathering across the card and ATM channels

- Significantly improve the speed of detection of degraded transaction processing

- Improve the profitability of their ATMs and payment card processing platforms

INETCO

The Challenge

Woodforest's electronic payments line of business includes self-service ATMs and payment card issuance. It is made up of a complex ecosystem that includes a prominently featured fleet of 850+ ATMs, connections to third parties, numerous internal platforms, and multiple fraud detection systems.

Successful processing of ATM or payment card transactions often requires each end-to-end transaction to traverse multiple hops as part of the authorization process. Accordingly, there are many places where a customer transaction can fail or become bottlenecked.

Like many other financial institutions, ATMs play an increasingly important role at Woodforest. Faced with a growing number of customer transactions shifting to cards and the ATM self-service channel, Woodforest recognized it was time to investigate new ways to optimize the health of their electronic payments ecosystem. Emerging requirements for Woodforest included the ability to:

- Continuously monitor the performance of customer transactions as they traverse third party processing and internal systems
- Quickly identify when applications, authorization hosts or payment rails are failing to respond as expected
- Conduct comprehensive card and ATM profitability analysis for each branch location
- Speed up mean-time-to-resolution rates and immediately identify when customer transactions are not completing as expected

Woodforest chose real-time transaction data specialists, **INETCO**, to provide a real-time monitoring, analytics and data streaming solution that met these requirements.

The Solution: INETCO Insight® for Payment Monitoring and Analytics

INETCO's real-time transaction data platform allows Woodforest to continuously monitor and analyze the primary and peripheral systems related to payment card transactions and the management of ATMs. It provides a 24x7, centralized performance view into:

- Every customer transaction taking place across a multi-vendor fleet of 850+ ATMs
- Every payment card transaction that is submitted to Woodforest by one or more authorized payment networks or other third parties

Utilizing **INETCO Insight's** flexible, lightweight data capture capabilities, Woodforest's payment operations, application SME programmers and network operations center (NOC) teams are able to optimize transaction intelligence gathering across their ATM channel, card system and payment card network. Every transaction is independently captured in real-time, without impacting server performance.

Combined with multi-hop correlation capabilities, INETCO Insight enables Woodforest to gain a one-stop view into the end-to-end transaction — making it easy to research post-incident and gain insight into issues as they arise. Detailed transaction profiles make it possible for the operations teams to instantly isolate whether it is a network, terminal, third party application, payment rail or internal system issue that is causing a transaction bottleneck or failure to happen.

≡ INETCO® *Every transaction tells a story*®

Built specifically for banking and payments environments, INETCO Insight decodes a wide variety of packaged and customized protocols, including XML, SQL, ISO8583, and those specific to ATMs of major ATM manufacturers. The network, metadata and application-level payload information is completely parsed out for every transaction, making it easy for Woodforest to access the various message fields, response/request timings and communications data contained within every transaction. This rich transaction intelligence is stored within a prominent, scalable open source database, and forwarded to user friendly dashboards customized by INETCO for on-demand visualization, reporting and analysis of:

- **Availability —** What is the uptime of each individual ATM machine?

- **Profitability —** What is the profitability of the ATMs located at each branch location?

- **Cash forecasting and replenishment —** How many deposits, and how much cash, is utilized at each individual ATM location?

- **ATM placement —** When does deposit activity and transaction volume data indicate it is time to re-evaluate whether one full service/one cash dispenser ATM per branch location is the right combination?

- **Card usage —** Where are card transactions being acquired from?

Customizable, rules-based alerts are created to help Woodforest quickly identify when there is:

- A lack of communication between ATMs or card systems and the backend authorization systems

- A change in an ATM device state related to operational performance or cash levels (i.e., out of cash/low on cash)

- An ATM that has gone into supervisory mode

- A prolonged time-out or lack of activity on the backend server database

- A disappearance of specific transaction links or network/third party connections

- A timing issue affecting the correlation of responses between servers

- An unexpected authorization decline, or a higher number of declines than normal

- An increase in transaction duration rate

- A lack of activity on specified ATMs or related systems during peak hours

The Benefits

INETCO's real-time transaction monitoring, analytics and data streaming solutions have helped Woodforest improve operational efficiency and promote fact-based decision making, even down to the branch level. Woodforest believes that rich transaction intelligence has also helped them drive more business and improve branch profitability by:

- Maximizing the availability of their ATMs

- Remediating transaction performance issues before customer service is significantly impacted

- Performing profitability analysis on every ATM

- Improving cash forecasting and replenishment at the individual ATM level to reduce both idle cash and ATM cash-out scenarios

The Future

Woodforest continues to work with INETCO, exploring new ways to derive meaningful insights from their real-time transaction data. Emerging use cases include early warning fraud detection and third party and internal system monitoring.
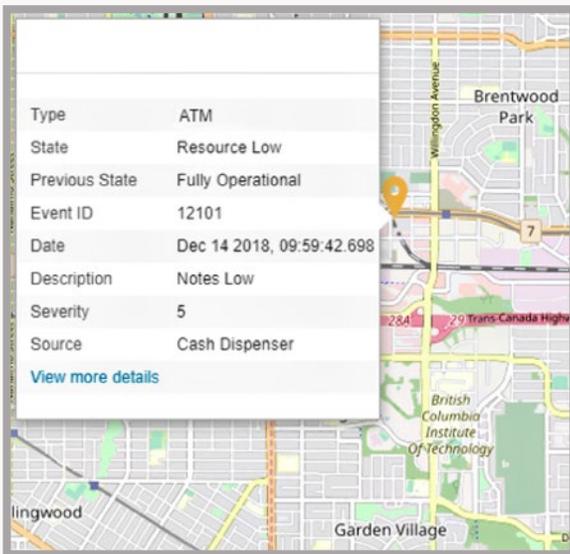
SCREENSHOT 1: Instantly know the status of every self-service device. Within one click, review the event details that have caused changes to occur.
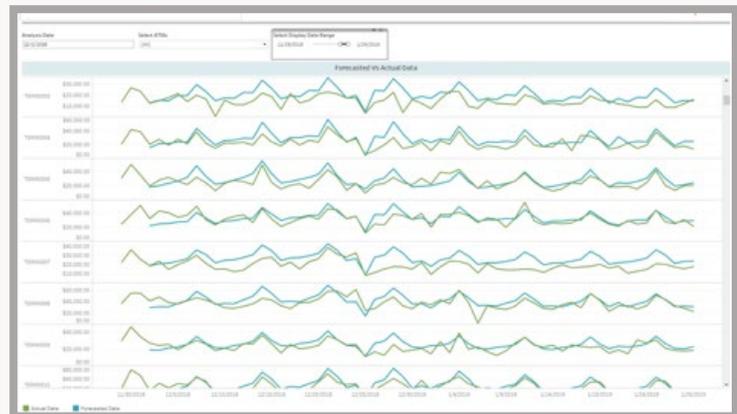
SCREENSHOT 2: How does actual cash utilization compare to forecasted? Review volume trends at cash points. Forecast both cyclical and noncyclical fluctuations.

SCREENSHOT 3: Which ATMs have the most failures? Understand the root cause of transaction completion issues across your entire ATM fleet.

To learn more about INETCO Insight, request a demo or contact insight@inetco.com

INETCO® Every transaction tells a story® **+1.604.451.1567 | insight@inetco.com | www.inetco.com**