



Banks Share Success Stories on Moving to .BANK

June 2, 2016





Special Introduction by
Sam Lisker
Senior Vice President
American Bankers Association



Moderated by
Craig Schwartz
Managing Director
fTLD Registry Services



Program

- General Information
- Why .BANK/Migration Process
- Technical Considerations
- Marketing Considerations
- Lessons Learned
- Resources
- Questions



Webinar Guidelines

- All participants will be muted; presenters are the exception
- Questions can be posed via questions box
 - Will be consolidated for Q&A at the end
 - May be submitted to fTLD@fTLD.com after the webinar
 - fTLD may compile a FAQ from the webinar
- You can participate via audio through your computer or by using the dial-in details provided with your registration confirmation
- Recording and presentation will be posted on www.register.bank/pr-tools



.BANK Statistics (thru 4/30/16)

- Launched May 14, 2015
- 5,915 registrations
- 2,575 U.S. and 270 International Banks
- 45% of banks in U.S. have registered at least one domain name
- ~175 banks are actively using their domain name (i.e., live content and not redirection or parked)
- Banks on average registered 2.1 domain names
- Average term of registration is 1.14 years



Opportunities & Challenges

- Opportunities
 - Reinforce commitment to security and protecting personally identifiable information with customers
 - Attract new customers; capitalize on security story
 - Secure shorter and more memorable domain names
 - Demonstrate leadership in the sector by moving to .BANK
- Challenges
 - Many banks are focused on their corporate web extensions (e.g., .AMEX, .BARCLAYS, .CHASE, .CITI)
 - Others are assessing their digital strategy; what will we do in .BANK vs. traditional web extensions?
 - Systems that are bigger and more complex; conversion will be too



Featured Speakers



MELISSA BELTRAME
Marketing Director
Lead Bank



CHIP REGISTER
Senior Vice President
Chief Information Officer
The Fauquier Bank



HALEY PITCHER
AVP/SPO
TrailWest Bank



AMY POTTER
Marketing Officer
CNB Bank



Why .BANK/Migration Process



“When you’re talking about small banks with seriously limited tech budgets—when you can make an improvement at the core of your operations with your clients—that is the easiest budgetary decision you can make.”

**JOSHUA ROWLAND, VICE
CHAIRMAN, LEAD BANK**



Why .BANK/Migration Process

- Provides additional security of clients' information, a greater level of security and confidence for our clients and allows us to serve them with better digital tools
- .BANK has only upsides from branding, strategic and technology perspectives
- It's our responsibility as a bank to innovate



Technical Considerations



“TFB’s desire is that every customer has a secure online banking experience – and .BANK helps us do so by signaling identification and security when you log onto our website.”

**CHIP REGISTER,
SVP / CHIEF INFORMATION
OFFICER**

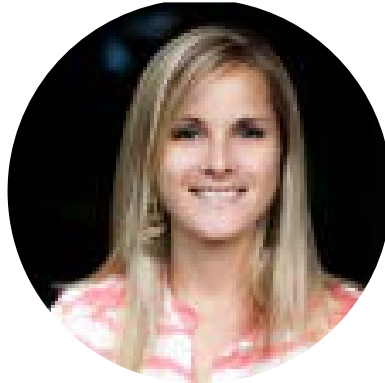


Technical Considerations

- Understand the relationships between the Bank and:
 - Website hosting provider
 - Registrar
 - DNS services provider
- .BANK domain support by 3rd party relationships
- Website security and browser compatibility
 - Requirement for TLS 1.1+ with the .BANK domain
 - User impact arising from browser maintenance, or the lack thereof
- Customer communication challenges



Marketing Considerations



“We want our customers to know that we care about them being protected. .BANK tells that story for us.”

**HALEY PITCHER,
ASSISTANT VICE PRESIDENT
AND SPECIAL PROJECTS
OFFICER, TRAILWEST BANK**



Marketing Considerations

- Educate your staff in advance
 - Officers educated leading up to launch; branch managers passed along info to their employees
- Consider what marketing materials will be changed and when
 - Our signage and website were updated during the first weekend in October
 - Other marketing materials also updated to reflect the new .BANK domain
- Consider any obstacles you may encounter
 - Issues verifying name change with the Better Business Bureau
 - Pay attention to the redirection section of fTLD's security policy



Lessons Learned



“The .BANK names provide a secure message to our customers that you can trust our site, that we’re continuing on the cutting edge of technology.”

**AMY POTTER,
MARKETING OFFICER,
CNB BANK**



Lessons Learned

- Making the switch really is THAT easy - with a good team in place
- Communication is key
- Consider your timing



Resources

- Contact Craig Schwartz at fTLD@fTLD.com or 202.589.2532
- Sign up to receive updates: www.ftld.com
- Read the FAQ: www.register.bank/faq
- .BANK one-year anniversary blog at www.register.bank/may-15-2016
- PR Tools (helpful documents and past webinars): www.register.bank/pr-tools
- .BANK Success Stories – www.register.bank/success-stories
- June 9 webinar: 2016 Security Requirements: What Service Providers Need to Know (register at <https://attendee.gotowebinar.com/register/628741805172382723>)



Questions & Answers



Thank You

