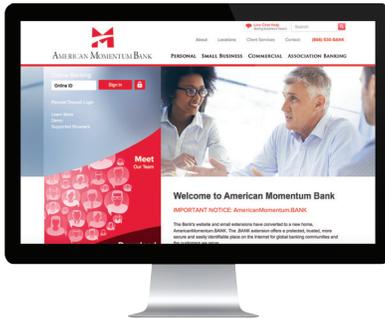


.BANK Success Story: American Momentum Bank

www.americanmomentum.bank



AMERICAN MOMENTUM BANK®



“.BANK is part of
'doing the right thing'
for our clients and
we pride ourselves
in being forward
thinking about
protecting their
security.”

**MICHAEL DITTMER,
EXECUTIVE VICE
PRESIDENT AND CHIEF
TECHNOLOGY OFFICER**

American Momentum Bank was established in Florida in 2006. The bank has quickly grown to 19 banking center locations and 180 employees with \$1.1 billion in assets, due in part to its unique approach to hiring that includes recruiting specialized banking professionals with the training and knowledge to provide the highest level of service to its clients. American Momentum Bank always seeks to do the right thing for its clients. The bank is a member of the American Bankers Association (“ABA”), Texas Bankers Association (“TBA”) and Florida Bankers Association (“FBA”).

WHY .BANK?

Michael Dittmer, Executive Vice President and Chief Technology Officer, remarked bank leadership first learned about the availability of .BANK in an ABA publication touting the security benefits of this new domain and viewed it as a way to mitigate social engineering and reputational risks associated with email phishing and spoofing.

In addition to the security aspects, he appreciated the domain name options that .BANK, a new web extension, offered as it made the domain easier for clients to use. Dittmer noted the use of .BANK is a way for the bank to show its commitment to security and also represents a significant branding opportunity. Being one of the first in its market to make the conversion has positioned the bank well.

American Momentum Bank registered four .BANK domains. Dittmer said his experience with the domain name management partner was “fantastic” and he appreciated the support the bank received from them and their understanding of the .BANK conversion process.

Although the bank was simultaneously working to revamp its website for a mid-2017 release, it decided to accelerate the conversion to .BANK to April 2017. As part of the bank’s commitment to maintaining a strong security posture, new security measures are deployed as soon as they’re readily available and tested. “We don’t wait to implement new features when they can improve our client’s security,” stated Dittmer.

MIGRATION

Dittmer managed the .BANK migration team, which included staff from strategic partners as well as the bank's IT and Management groups. Planning for the migration to .BANK was kicked-off about 14 months prior to the conversion as it was added to an already busy technical projects' roadmap.

The bank is redirecting traffic from AMERICANMOMENTUMBANK.COM to AMERICANMOMENTUM.BANK to minimize potential client confusion. Traffic to the prior domain will be reviewed annually to determine when, if ever, it should be deactivated.

The bank's email system was converted to .BANK concurrently with the domain change. As email is hosted internally, implementing new addresses using .BANK was a straightforward task. All email received at former .COM addresses is redirected to its corresponding .BANK address. To promote the move to .BANK, enhance its brand and educate clients, vendors and others about the conversion, it uses its .BANK addresses for all outgoing messages.

Dittmer noted that fTLD's [.BANK Domain Guides](#) were helpful in planning the roadmap for the conversion, which simplified some of the planning and implementation activities. He noted, "We just had to get the right people involved, review the material and do the work." Once the project was kicked-off, the team completed the .BANK website and email migration without any significant issues.

TECHNICAL CONSIDERATIONS

The migration team solved the small number of implementation issues using internal resources and the project was completed with no outstanding issues. The source of one problem was the Sender Policy Framework ("SPF") record for the .BANK domain name did not include the IP addresses of select mail servers that are authorized to send messages on behalf of the bank. To resolve this problem, the bank updated the SPF record to include this information, which was easily done. Dittmer commented that the bank conducted a significant amount of testing in advance to identify and resolve problems prior to the change to .BANK.

MARKETING CONSIDERATIONS

The first marketing step was to ensure that all bank associates had the information they needed about the upcoming move to AMERICANMOMENTUM.BANK: what it means, what the advantages are and why the bank is taking this step. Bank associates had very few questions about the move to .BANK, with the most common being the impact on email and their ability to continue receiving messages intended for the prior .COM domain.

Similar information was emailed to all clients and provided in a new landing page on the website to ensure they were not surprised by the new .BANK domain name or email addresses. Additionally, and prior to the conversion, notice about the change was provided on client statements. As a general reminder about the new .BANK email address, a note drawing attention to it is included in the footer of all electronic mail.

Other than associate education, communications to clients and information available on its website, the bank chose to "quietly" introduce the move to .BANK.



The bank is currently using the new AMERICANMOMENTUM.BANK in all new materials and is gradually replacing business cards and other printed materials as they are exhausted.

Even though it was a “soft launch” in terms of the marketing approach, clients had few questions and there were no complaints or negative responses to the change; it was essentially a non-event for them.

LESSONS LEARNED

Dittmer noted that an important tactic to a successful implementation is engaging key vendors as quickly as possible, even before purchasing the domain, so they can be part of the planning from the start.

He also highlighted that the cost of the conversion for American Momentum Bank was in line with expectations and done as part of regular operations. “You don’t need to overhaul your system to make the conversion. It’s really just a cost of doing business,” Dittmer stated.

Although the bank has not been contacted by its peers about the conversion to .BANK, Dittmer noted that as concerns about security grow in the financial service industry, anything a bank can do to improve bank and client’s security should be a priority. “.BANK not only improves security, it helps with branding. It’s part of “doing the right thing” for our clients,” Dittmer summarized.