

.BANK Success Story: Broadway Bank

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“In addition to valuing the security factors and its exclusivity to the banking industry, it was an opportune time to make the change since we were also migrating our website to a new content management system.”

**SHARRON BRODBECK,
SENIOR VICE PRESIDENT
& INFORMATION SYSTEMS
MANAGER**

Broadway Bank, established in 1941, is the largest independently owned bank headquartered in San Antonio, TX. Today, the bank has nearly 650 employees servicing customers online and through its 39 banking centers across south central Texas; it manages \$3B in assets.

WHY .BANK?

In late 2014, James D. Goudge, the bank's CEO and Chairman, learned about .BANK from various trade association publications and it quickly became a topic Bill Meek, Chief Information Officer, kept on his radar. Sonny Montiel, Vice President and Network Security Officer, was particularly attracted to the security requirements and strong vetting process associated with .BANK domain names. This was in part because Broadway Bank previously had to resort to legal action to recover a variation of their old .COM domain name that had been improperly registered by a third party.

MIGRATION

Broadway Bank was in the process of migrating to a new web hosting provider and determined it made sense to coordinate the launch of its .BANK website with the change in vendors. The bank assembled a multi-disciplinary project team in Q1 2015, which included Tom Brown, Client Support/Channel Management, Sharron Brodbeck, Senior Vice President and Information Systems Manager, Sonny Montiel, Vice President and Network Security Officer, Paul Guido, Systems Administrator, Amanda Burris, Assistant Vice President, Website/Multimedia Developer, Lydia Rodriguez, Executive Vice President and Marketing Communications Director, Dey Aniria Romo Rossell, Assistant Vice President, Corporate Communications Officer, and Michael Davis, Information Technology Services.

In addition to its internal team, the bank used the services of several vendors to facilitate the migration including Verisign who provides DNS services including DNSSEC, Symantec for SSL certificates, Q2 for online banking and Managed.com for website hosting. Broadway Bank also had to select a new registrar, EnCirca, because its existing registrar, Network Solutions, was not providing domain name registration services for the .BANK. With these key strategic partners in place, bank representatives said on a scale of 0 to 10, where 0 was terrible and 10 was excellent, that the migration process ranked at a 7 or 8 and was not as difficult as other changes they have made.



@fTLD_Registry

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Though the bank secured its domain name in June 2015, coordinating the move to .BANK simultaneously with bringing on its new web hosting provider resulted in launching the BROADWAY.BANK website on February 18, 2016. However, unlike most banks whose migration plan involves redirecting all traffic from their legacy .COM to their new .BANK domain name, Broadway Bank has decided to temporarily maintain both domain names that currently host identical content. The bank is now determining when to make the full migration and forward all .COM traffic to the new .BANK website.

TECHNICAL CONSIDERATIONS

Montiel attributes the success of the project to being comfortable with understanding the migration process, having good partners in place to support the move to .BANK and most importantly to working through it in manageable pieces. To ensure a smooth integration of elements such as DNSSEC, Broadway Bank first implemented it with minor domain names before addressing BROADWAY.BANK.

Broadway Bank currently hosts its own Exchange servers for email, but has not yet implemented .BANK email addresses for its staff. Current plans call for the .BANK email address roll-out to be included in a system upgrade scheduled for later in 2016. Since the bank currently uses authenticated email for its .COM domain name, the change to .BANK should go smoothly once the decision about the timing for implementation has been made.

MARKETING CONSIDERATIONS

The bank's plan to share the news about its migration to BROADWAY.BANK started first with a banner on the home page of its website that included an alert about the change to minimize potential customer confusion about the new domain name. The bank published an information page on its website about [.BANK](#).

Within the bank, emails were sent to all employees. The bank received very few questions other than from team members inquiring if their email address would change and when they would get new business cards. The bank is currently developing its communication plan for external audiences that will include such elements as updates in its newsletter, email blasts and statement stuffers.

To manage costs associated with the migration to BROADWAY.BANK, collateral materials such as stationery, which have a long shelf-life, will be reprinted as the supply is depleted. While Broadway Bank is still analyzing the impacts to search engine optimization, BROADWAY.BANK is currently ranked the number one organic search result in Google. Broadway Bank registered approximately 10 .BANK domain names bringing its entire domain name portfolio to around 100 names. Currently Broadway Bank has taken no formal steps to analyze its portfolio of domain names.

LESSONS LEARNED

The implementation team reported the migration process was straightforward and that having knowledgeable partners was important to the success of the project. Creating a project plan and implementing it in manageable pieces was key to reaching the bank's goals and meeting the schedule for launching BROADWAY.BANK.

The estimated cost for the project was about \$30,000. This figure includes other work such as the move to the new hosting company. Registering 10 domain names was around \$10,000 and the decision to purchase an Elliptic Curve Cryptography (ECC) SSL certificate added another \$10,000 to the overall cost. The bank estimates the project took about 80-man hours to complete.

"To coin the phrase of another well-known brand, Sonny said "Banks should 'Just Do It!'"

