

.BANK Success Story: Mansfield Bank

www.mansfieldbank.bank



**MANSFIELD
BANK**



“Using a .BANK domain confirms that we are looking out for the security of our customers and identifies us as a proactive leader in banking and in our community.”

**JOHN KORONA,
PRESIDENT & CEO**

Since it was chartered as a cooperative bank in 1883, Mansfield Bank has been a cornerstone of the Mansfield, Massachusetts community. The bank’s five locations and more than one hundred professionals provide traditional banking services and products and are well known for their commercial and residential lending teams. With over \$475M in assets, this American Bankers Association (ABA) member remains focused on providing value to their customers with a commitment to community action and charitable causes.

WHY .BANK?

John Korona, Mansfield’s President & CEO, and Joseph Parisi, Vice President of Marketing, noted that it was almost four years ago that they first heard about .BANK during an ABA conference call. As development of the .BANK domain proceeded, it became clear to Korona that Mansfield Bank would benefit from both the security aspects of the new domain as well as the opportunity to secure a more memorable domain name.

Korona noted that with the increase in cybersecurity risks throughout the business world (not just in banking), he believed the bank owed it to customers to “be out in front” on securing and activating a .BANK domain. The bank registered MANSFIELDBANK.BANK on the first day of general registration with the help of 101domain, its registrar. As part of the registration process, the Mansfield team was encouraged and pleased by the meticulous verification process necessary to get a .BANK domain name; it became clear that the security requirements had real teeth when the bank had to provide a copy of its 1883 charter!

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@fTLD_Registry

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MIGRATION

The implementation team at Mansfield Bank was a “small, agile” group that included Korona, Parisi, John O’Connor, Senior Vice President & Chief Information Officer, and Jovan Cintron, Vice President & Manager of Information Technology. Cintron was the key implementation team member and ensured that the technical aspects of the transition effort stayed on schedule and were coordinated with other areas such as marketing.

Early in 2016, the team started planning the conversion to .BANK and decided to transition its website and email identities simultaneously to reduce user confusion and take full advantage of the security in .BANK. Consultations with banks who had already converted to .BANK by Cintron on technical issues and Parisi on marketing advice helped produce a flexible and robust plan. Although the internal team was small, they had support from their core processor Fiserv, who hosts the bank’s website, and 101domain who provides DNS services. Both providers had specific contacts only a phone call away which made it easy to quickly resolve problems.

The new MANSFIELDBANK.BANK domain went live on December 3, 2016, and all traffic from the old address was redirected a day or so later once it was clear that everything was functioning properly.

TECHNICAL CONSIDERATIONS

Mansfield Bank hosts an in-house Exchange server and they handled the email conversion internally as part of the overall transition in December. The bank uses Fortimail to scan its email and no issues have been encountered since the move to .BANK for email.

The bank’s technical and marketing staff reviewed the “[Guides to Leveraging an fTLD Domain](#),” which they found to be helpful. Additionally, Parisi contacted other banks that had completed their conversion to .BANK to learn from their experiences and particularly if they had encountered any migration issues so they could be accounted for in the planning and deployment process. The result was a transition where there were no comments at all from retail customers and only a handful from commercial customers. Since a primary focus of the transition was to have minimal customer issues, this goal was clearly met.

There were only two minor issues and both were resolved by external support. 101domain had some issues adding DNSSEC that were unrelated to the domain name and rather to DNS settings, and the web host did not add the requested SAN certificate as planned, which caused a short delay in the final activation of MANSFIELDBANK.BANK. Other than these “bumps”, the technical implementation went smoothly.

MARKETING CONSIDERATIONS

The marketing plan started in early 2016 with presentations to the department heads about the “why and when” of the .BANK transition. Later, a general email to all staff provided information so that everyone was prepared to respond to customer questions about .BANK in a “fluent” voice.

Parisi explained that the approach to external marketing was a combination of “organic” and traditional strategies. By using web and email forwarding when customers use existing bookmarks, they will gradually recognize and start to use the MANSFIELDBANK.BANK name. To help speed the process, traditional marketing efforts included creating a homepage banner with a related [FAQ](#) page to alert customers and explain the domain name change. Customers have seen the new name on [billboards](#) and in other media, which are part of a coordinated branding plan to help Mansfield Bank differentiate itself with its new name and enhance its ongoing focus on security.

It can sometimes be difficult in the banking industry to draw a clear distinction between banks. With .BANK, however, Mansfield Bank built “internal and external communications that celebrated the enhanced cyber-security of the migration,” stated Parisi.

The bank is continuing to deplete existing supplies of collateral materials and replacing them using the new domain as they are needed. They plan to replace all old materials in mid-2017.



LESSONS LEARNED

Parisi stated that the bottom line is “Would we do it again? Yes. Would we do it differently? No.” The overall cost of the transition was minimal beyond the purchase of the domain name and the added cost of the DNSSEC service since most of the work was done internally or as part of the normal services provided by Fiserv and 101domain.

“The actual work involved was small compared to what would be needed for example to transition a core service such as mobile banking,” said Korona. His advice to others planning their transition is “The top of the organization has to “buy in” with a clear answer as to why this is important.” He added that communicating this type of transition is not difficult and that marketing and IT need to work together. IT should be in charge to stay on top of the schedule so there is time to address any issues.

In summary, to have a smooth operation banks need to plan properly, assemble the right team and ensure participants understand their responsibilities.

