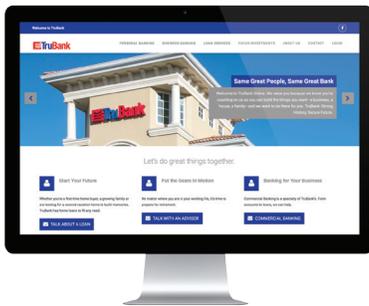


# .BANK Success Story: TruBank

[www.trubank.bank](http://www.trubank.bank)



Since it was founded in 1883, the bank that ultimately became TruBank has been building its reputation as a well-rounded community bank that is ready to help its customers in building businesses, houses and families. The bank's eight locations throughout Iowa and its more than 75 professionals provide personal and business banking as well as mortgage financing, insurance and retirement income planning. With assets of over \$300M, this member of the Iowa Bankers Association (IBA) and the American Bankers Association (ABA) remains focused on providing value to its customers and the communities it serves.

“.BANK sets banks apart from other domains because of its security and because it allowed us to show our support for the banking community. Having this option for banks is a special opportunity.”

**BECKY NEEDLES,  
VICE PRESIDENT**

## WHY .BANK?

Becky Needles, TruBank's Vice President, reported that the bank first learned about .BANK through alerts in the ABA's *Daily Newsbytes* and other publications. As the bank considered how it could use a .BANK domain, it became clear that .BANK would help them establish a stronger online identity than would be available through its previous .COM name with the added benefit of increasing security for its customers.

The merger of the Community Bank with TruBank in 2016 provided the bank the opportunity to not only increase the number of experts and branches available to customers, but also gave them the chance to secure a more distinctive online identity with TRUBANK.BANK.

## MIGRATION

Keith Welling, the President & CEO of the bank, was committed to securing the .BANK domain and making sure the migration was completed as quickly as possible. Once the bank's IT committee approved the implementation plan, Needles and her team of 5 or 6 people handled the migration process for the bank. The migration process began in mid-2016 and took approximately six months to complete.



@fTLD\_Registry

| [www.register.bank](http://www.register.bank)



The TRUBANK.BANK domain was registered with the Namesbeyond registrar, which has since been acquired by 101domain. TruBank relies on a team of third-party providers to support the bank's infrastructure and/or services including, 101domain for DNS, CliftonLarsonAllen for IT including monitoring the Exchange email server, Barracuda for email filtering and CSPI for online banking. As the bank's online identity is managed by a group of vendors, it was important for their work to be coordinated to ensure an efficient migration process.

Needles noted that she contacted users highlighted in some of the .BANK [Success Stories](#) to learn about their experiences with the migration process to anticipate and eliminate as many issues as possible. The bank completed both the website and email transition at the same time to simplify the process and now redirects the prior BANKCB.BANK domain to TRUBANK.BANK. The transition was completed on December 1, 2016, to coincide with the merger between Community Bank and the former TruBank.

## TECHNICAL CONSIDERATIONS

As the technical infrastructure of TruBank is outsourced to several vendors, there was concern about the potential for miscommunications that could delay the migration. In addition to the planned coordination required with the bank's vendors, TruBank also found it needed to change website hosting companies, during the migration process, to be compliant with fTLD's security requirements. Notwithstanding the added transition to the new hosting provider, the .BANK project was completed with very few issues.

The website itself was a straightforward update, but the email implementation had some initial issues when a large corporation blocked all emails from the TRUBANK.BANK domain. In addition, the Barracuda email spam filter used by the bank needed some updates to handle encrypted messages properly. Both issues were resolved with only minimal disruptions as the former email addresses were available during this transition period. Within a week of launch, everything was functioning as planned.

## MARKETING CONSIDERATIONS

TruBank decided early in the planning process not to promote the transition as a big change because the impact to customers was anticipated to be minimal. Educating bank staff about the move to TRUBANK.BANK was done through emails and memos which focused on being able to answer any customer questions.

Similarly, external promotion focused on the merger between Community Bank and TruBank and the resulting name change. Although there were a handful of questions and comments from customers who had never heard of .BANK, they were no issues from the customers' perspective.

With the merger and name change, it was necessary to immediately replace most marketing materials and all business cards; other materials are being updated as needed.

## LESSONS LEARNED

Needles offers some simple advice to others planning a .BANK migration - do your research and understand what needs to be done. Nothing is different about planning this project than any other and there is plenty of information available from fTLD, registrars and other resources to make this a straightforward process. Needles further shared that among her peer groups there was apprehension about making the move to .BANK but her team did not encounter any issues that would make her hesitate to recommend making the switch to others.

She also suggested that having recommendations for vendors to help with the security setup would have been helpful. Though too late for TruBank, fTLD's [Third-Party Provider Program](#), launched in January 2017, is intended to do just that - connect banks to vendors to support their migration process.

Finally, she noted it is great to have an identity on the internet that doesn't lump banks in with all businesses since banks have specific responsibilities and customer expectations. "Besides having the TRUBANK.BANK domain for our new bank identity, we also wanted to show our support for the banking community. Having this option for banks is a special opportunity that we want to support," said Needles.

