



## OUTSOURCING SOLUTIONS AND INDUSTRY EXPERTISE POWER DE NOVO BANK FOR EXPONENTIAL GROWTH

By late 2000, a barrage of mergers and acquisitions in the Silicon Valley market had cut the number of area community banks by about 75 percent, leaving consumers and businesses with fewer choices. As a result, a group of investors chose to create a new community banking alternative designed primarily to serve small to mid-size businesses. This alternative is Bridge Bank.

After successfully raising a record-breaking \$19 million during its IPO, Bridge Bank opened its doors in May 2001. With a growth rate of more than 900 percent in its first 18 months, Bridge Bank today offers a comprehensive package of business banking solutions to a rapidly growing customer base.

### Business Situation

With bold plans to open just 90 days after initial funding, Bridge Bank sought out world-class vendors for everything from building construction to technology support.

To meet their proposed time table, Bridge Bank needed a technology provider who could deliver comprehensive outsourcing solutions for front- and back-office operations, as well as deep banking expertise, particularly with de novo banks.

"We made an early strategic decision to outsource technology operations based on cost and resource benefits," said Ken Silveira, executive vice president and chief technology officer for Bridge Bank. "We were looking for a partner who clearly understands our business."

### The Solution

Bridge Bank selected Fidelity Integrated Financial Solutions (IFS) based on the company's highly integrated core solution and demonstrated understanding of the bank's unique needs.

"Fidelity IFS offered us a superior end-to-end solution, combined with proven expertise and a keen understanding of the needs of a start-up bank—all of which was critical to designing and implementing a technology plan to meet our aggressive 90-day time frame."

---

*"Fidelity IFS offered us a superior end-to-end solution, combined with proven expertise and a keen understanding of the needs of a start-up bank."*

**Ken Silveira,  
EVP and CTO**

---

Fidelity IFS worked with Bridge Bank to design and implement an ITI solution that Silveira calls "an excellent system design," which maximizes ITI features to support the bank in serving the local business market.

From day one, the bank offered integrated business lending solutions, sophisticated Internet banking and high-tech imaging capabilities. These imaging solutions leverage state-of-the-art digital technology to convert documents into scanned images to improve back-office efficiency, deliver unparalleled research capabilities and enable on-the-spot customer inquiry resolution.

CONTINUED ON BACK

### The Results

Together with Fidelity IFS, Bridge Bank successfully implemented its technology plan to be up and running within a 90-day time frame.

Through industry-leading integration capabilities, the bank was able to offer value-added products and services from day one.

Bridge Bank has seen significant growth in its small to mid-size business customer base.

The bank's strategic vision calls for increased growth through leveraged technology solutions from its outsourcing partner.

## OUTSOURCING SOLUTIONS AND INDUSTRY EXPERTISE POWER DE NOVO BANK FOR EXPONENTIAL GROWTH

CONTINUED FROM FRONT

"The imaging solutions provided by Fidelity IFS have proved a phenomenal tool for customer service and research," Silveira said. "We opened our doors on May 14 and our staff was using the capabilities the very next day."

Bridge Bank recently worked with Fidelity IFS to add positive pay capabilities to its service portfolio. Bridge Bank is now prepared to combat fraud and empower commercial customers to make informed pay/no-pay decisions with image-based review capabilities.

The bank's business lending capabilities encompass commercial, construction and SBA loans to accommodate business' needs at the various stages of their growth and development.

The bank has also added capabilities from selected third-party providers ranging from lockbox processing to wire services—all of which have been integrated with the core system delivered by Fidelity IFS.

"It is critical that we maintain a single outsourcing relationship and a single processing stream to deliver the full spectrum of services to our

valued customers," Silveira said. "With integration capabilities from Fidelity IFS, we can select best-of-breed solutions and rely on a smooth interface with the core system."

Viewed as a strategic partner, Fidelity IFS continues to play a key role in Bridge Bank's plans for the future.

"Our outlook is for more of the same-more growth, more profitability and more innovative services," Silveira said. "We believe our outsourcing partnership with Fidelity IFS will enable us to keep the momentum going by maximizing technology to meet our needs."

---

***"We believe our outsourcing partnership with Fidelity IFS will enable us to keep the momentum going by maximizing technology to meet our needs."***

***Ken Silveira,  
EVP and CTO***

---



For more information about Fidelity Integrated Financial Solutions call us at **877.482.8786**