




10-YEAR RELATIONSHIP EQUIPS HUDSON CITY SAVINGS BANK TO DELIVER SUPERIOR SERVICE WITH INDUSTRY-LEADING EFFICIENCY

With 81 full-service branches in 14 New Jersey counties and assets in of \$12 billion, Hudson City Savings Bank is the largest savings bank headquartered in the Garden State. Respected for more than 130 years as an institution rich in service excellence and small town values, the bank recently recognized as “America’s Most Efficient Bank” by American Banker — proving once and for all that all banks are not the same.

“Because we watch our bottom line, we’re able to provide greater value to our customers and shareholders,” stated Ron Hermance, chief executive officer.

At a Glance

	1992	2002	% Change	FDIC and Bank Information
Branches	69	81	+16%	
Total Employee	811	1,024	+26%	
Asset Size	\$4.26B	\$12.84B	+301%	
Assets/Employee (\$M)	\$5.25M	\$12.54M	+239	
IS Staff	29	30	+3.4%	

According to Tom Brydon, Hudson City Savings Bank first vice president, information services, “One key to watching our bottom line while increasing assets per employee is technology. Our relationship with Fidelity Integrated Financial Solutions has enabled us to maintain control and consistency, allowing us to concentrate on the services and value we bring our customers.”

Business Situation

Since 1868, the bank has lived up to the title of thrift institution. “We have always kept a sharp eye on how each dollar is spent, without sacrificing quality of service,” said Brydon. “With the bank’s initial public offering in 1999, our obligation to our shareholders to run a tight ship fit right into our way of doing business.”

But as a publicly-held corporation in a competitive industry, Hudson City Savings Bank now faced the challenge of balancing its markets needs; that is, to deliver more and higher value products and services while sustaining growth and maintaining operational efficiencies.

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The Solution

“We needed the ability to rapidly and cost-effectively deploy new products into our market, and this is where our long-term relationship with Fidelity Integrated Financial Solutions came into play,” stated Brydon.

For 10 years, the bank has leveraged the MISER™ core processing solution to deliver increased services without increasing back-office costs. “We successfully deployed Internet banking, debit cards and telephone banking in less than one year without adding information systems staff. Although the bank tripled in size and moved to a 24X7 model, our IS staff has remained at the same level as in 1992 when we first began our relationship with Fidelity IFS.”

“Regardless of where our product and market strategies take us, I’m confident Fidelity IFS will enable us to go there quickly and cost-effectively—and that makes our job a lot easier,” concluded Brydon.

The Results

The bank has more than tripled in size, moved to a 24X7 business model and significantly increased services offered to customers with no increase in IS staff.

Three key products—Internet banking, debit cards and telephone banking—were all deployed in less than one year.

The bank maintains the lowest cost efficiency ratio in the industry, approximately 40 percentage points lower than the industry average.