

WESBANCO BANK CREATES INNOVATIVE NETWORK WITH COMCAST BUSINESS ETHERNET AND INTERNET SERVICES



Historic Bank Improves Employee Collaboration, Operations, and Customer Experience Across 58 Locations in Three States

WEST VIRGINIA-HEADQUARTERED BANK BUILT ON CUSTOMER TRUST AND SUCCESS

WesBanco Bank, the banking subsidiary of WesBanco, Inc. (Nasdaq: WSBC), was founded in 1870 as The German Bank. Today, it is the core of a diversified financial services holding company with \$9.8 billion in assets. While maintaining its headquarters in Wheeling, West Virginia, WesBanco has grown over the past 140 years to 174 financial centers in Indiana, Kentucky, Pennsylvania, Ohio, and West Virginia and approximately 2,000 employees.

In addition to its 100-year old trust business and proprietary mutual funds, WesBanco provides traditional banking services, electronic banking, wealth and investment management, private banking, securities brokerage, and insurance. Employees are committed to their customer's success and growth, and strive to provide them with personalized attention continuing WesBanco's legacy as a community bank but with the financial stability of a larger institution.

"We continuously challenge ourselves to discover new ways to be creative. Maintaining a community touch and personal connections, all while the organization grows, can be challenging," said Mark Krupinski, Chief Information Officer for WesBanco, Inc.

LEGACY CONNECTIONS COSTLY; UNABLE TO SCALE TO SUPPORT GROWING BANDWIDTH DEMANDS

WesBanco financial centers were centrally connected to the company's Wheeling, West Virginia-based data center using legacy T1 and DS3 circuitry. The connection could not scale to support the digital needs of the bank as it continued to grow and acquire new branches. With insufficient capacity, employees had difficulty collaborating across locations, and customer transaction times were affected.

When WesBanco sat down to design a replacement, next generation network, it looked to create an infrastructure that would deliver a recognizable improvement to its operations and transform the collaborative experience. They wanted a scalable, high capacity network with gigabit speeds that was also cost efficient. WesBanco knew that traditional telecommunication strategies could not provide these services without significantly increasing expenses. The new infrastructure would require an unconventional approach and design.

"Successfully deploying to an internet-based infrastructure would open up new opportunities, eliminate geographical barriers, and position us for future growth. Long provisioning timelines, and expensive bandwidth circuits would become a thing of the past," said Krupinski.

SITUATION

- Full-service bank founded in 1870
- 174 branches in Indiana, Kentucky, Pennsylvania, Ohio, and West Virginia
- 2,000 employees

CHALLENGE

- Legacy T1 and DS3 not cost effective and unable to scale

SOLUTION

- Comcast Business Ethernet Private Line
- Comcast Business Ethernet Dedicated Internet
- Comcast Business Internet

RESULTS

- Data connectivity up to 1 Gbps
- Able to deploy new banking services 95% faster than before
- Cost efficiencies
- Improved employee collaboration and customer experience

COMCAST BUSINESS ENABLES BETTER EMPLOYEE COMMUNICATION AND CUSTOMER EXPERIENCE ACROSS THE DISTRIBUTED ENTERPRISE WITH ETHERNET AND INTERNET SERVICES

WesBanco enlisted the assistance of a trusted technology partner, connectTel, to build and manage the provisioning of a faster, scalable, more reliable network. After an exhaustive search, it ultimately chose Comcast Business to provide a comprehensive enterprise network solution of Ethernet and internet services to all in-market locations, because of its reputation for reliability, available speeds, and value.

“Migrating from an entirely dedicated network infrastructure to a predominantly shared internet infrastructure requires a brilliant team. We have exceeded every goal and now have a new deployment model at a fraction of the cost and time thanks to connectTel and Comcast Business. It’s been an incredible project,” said Krupinski.

Comcast Business installed a 1 Gigabit per second (Gbps) Ethernet Private Line that extends from WesBanco headquarters to a disaster recovery site over 60 miles away in Pennsylvania. Comcast Business also implemented a separate 1 Gbps Ethernet Dedicated Internet line at WesBanco headquarters to facilitate branch video, voice, and data, and a third 30 Mbps Ethernet Private Line that connects to another processing center, which allows WesBanco to run a multi-site network with multiple-encryption methods. With these services, WesBanco can bring sites online faster and standardize access to information for employees.

With Comcast Business 50 Mbps Business Internet lines at 55 in-market financial centers, and the hope to add more in the future, WesBanco experiences improved online access for employees and speedier transactions – at on-site ATMs or tellers – for customers. The combined network infrastructure also allows geographically-dispersed employees to collaborate as if everyone were in the same office.

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- Mark Krupinski
Chief Information Officer
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