



SALEM FIVE CASE STUDY

SUMMARY

How does a regional bank remain competitive in today's financial services marketplace, where the largest banks have the flexibility and capital to invest in industry-changing digitization? Salem Five has succeeded by listening to its customers, building strong relationships, and constantly innovating. Salem Five differentiates itself from megabanks by combining technology with a personal touch and an understanding of what its customers want most.

CUSTOMER OVERVIEW

Founded in 1855, Salem Five is one of the largest banks in Massachusetts, with assets in excess of \$5 billion, a full suite of services, and highly competitive rates. Salem Five has a decades-long commitment to staying ahead of the technology curve. In 1995, with an investment of just \$20,000 and a small team of young programmers, Salem Five launched its first online banking platform. This then-novel concept was not only a hit with customers; it was ranked No. 4 in the nation in 1999 by Gomez Advisors, an internet research firm, ahead of all but two of the largest national banks.

ASSESSING THE CLIENT ENVIRONMENT

"Innovation and a relentless focus on customer relationships have always been embedded in our DNA," says Troy Preble, who joined Salem Five in 2016 as vice president of enterprise infrastructure. Among the top priorities on Preble's digital transformation list after joining Salem Five was upgrading the bank's data storage infrastructure as part of a major upgrade of online banking applications with a third-party provider. "Our legacy platform did not provide the performance, availability, flexibility, and TCO advantages we needed to maintain our competitive edge." Preble brought in Daymark Solutions, a leading technology and integration solutions provider, to evaluate solutions and architect a new infrastructure plan.

KEY BENEFITS

- Self-optimizing performance
- High availability and reliability
- Capacity on demand for agility and scalability
- Streamlined acquisition process
- Zero downtime since installation
- Lower TCO to maintain competitive edge





UNMATCHED PERFORMANCE, AVAILABILITY, AND COST SAVINGS

Sean Gilbride, Daymark’s chief technology officer, led the vendor evaluation and recommended Infinidat for upgrading Salem Five’s data storage infrastructure. “Infinidat offers an extremely reliable platform which self-optimizes performance, requiring very little attention from a management perspective,” Gilbride says. “And there has been zero downtime since we installed the system.” While Salem Five’s customer-facing applications run with a third-party provider, everything else, including their virtual systems, databases, business workloads, active directory, and email, runs on InfiniBox. The reliability and availability of InfiniBox is critical for Salem Five’s operations.

CAPACITY-ON-DEMAND ENABLES FRICTIONLESS SCALABILITY

Beyond its technical advantages, Infinidat delivers important business advantages for Salem Five. According to Gilbride, “the capacity-on-demand model enables Salem Five to pay for storage only as they need it. When

they need capacity, it’s there from day one. No need to go through the hassle of requesting a quote, negotiating terms, receiving equipment, and having to schedule a maintenance window. Salem Five can simply grow at a moment’s notice and pay for it retroactively.”

THE DAYMARK DIFFERENCE

We take the complexity out of your IT infrastructure. Daymark architects and implements data center infrastructure, data protection, virtualization, managed services and cloud services for businesses throughout New England. We provide deep technical knowledge, extensive experience and proven methodologies that help our clients make strategic decisions, streamline the acquisition process and successfully implement cost-effective data management infrastructure solutions.

CLIENT TESTIMONY

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- Troy Preble VP, Enterprise Infrastructure
Salem Five



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