A better platform for growth

WesBanco nearly doubles size without increasing operating expenses (OpEx) or IT staff.

"With a unified, virtualized infrastructure, we can make strategic decisions about the future and execute."

– Mark Krupinski, CIO, WesBanco

In financial services, growth is good, but maintaining efficient and profitable growth without sacrificing the customer experience requires strategic use of technology.

Challenges	
	• Provide excellent user and customer experiences
	• Improve security and efficiency
	• Streamline mergers and acquisitions

WesBanco is a bank holding company that operates 141 branches in West Virginia, Ohio, and Pennsylvania through its subsidiary WesBanco Bank, Inc. The bank became concerned with future challenges maintaining performance and the customers' experience as the organization expanded.

"We wanted to evolve and grow without taking on more expense," says Mark Krupinski, CIO at WesBanco. "So we had to find ways to become more efficient and effective."

The bank's goal was to empower people with technology so they can provide superior customer service, especially as the bank continued to grow.

"Data centralization has played a key part in allowing WesBanco to focus support staff on maintenance of the core and data center infrastructure," says Carl Burkland, chief technical officer (CTO) at WesBanco. "Application deployment times have been greatly reduced with Citrix Provisioning Services and Cisco UCS®, which allow us to deploy an application once and have it be available for the enterprise."

The bank knew that giving its 1700 employees the choice to use thin clients or bring their own devices might be an option, as long as data was centralized at the bank's data center to improve security.

Case Study | WesBanco

Size: 1,700 Employees	Location: Wheeling, West Virginia	Industry: Financial Services

"We are able to provision remote locations in a matter of days rather than months after the request is made," says Jan Pattishall, senior vice president, Enterprise Services at WesBanco. "This provides us with an organizational advantage as it relates to bringing new locations online after an acquisition and bringing WesBanco technologies to these individuals faster."

Integrated Cisco and Citrix solution enables easy application virtualization and a bring-your-own-device (BYOD) program for 1700 users.

Solutions	• Refreshed servers and network with Cisco infrastructure and Wide Area Application Services (WAAS) for application acceleration • Deployed Citrix XenApp for virtual application delivery • Equipped employees with Cisco collaboration tools

Better customer service

Login times have decreased by 75 percent, improving user productivity. Applications return data faster, speeding customer transactions.

75% LOGIN TIME REDUCTION

$1M OPEX SAVINGS
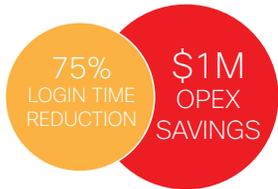
"We eliminated situations where employees were impacted by system delays," says Burkland. "Transactions are completed within 2 seconds, with very few outliers."

Increased business agility

Following the solution implementation, WesBanco had two expansion deals: first with the merger of Fidelity Bancorp in 2012, followed by the purchase of ESB Financial Corporation in 2014. The combined growth was $3.9 billion, nearly doubling the bank in size and becoming one of the top 10 banks in the Pittsburgh market. Both acquisitions were completed without the need for any manual, after-hours labor to deploy traditional desktops or additional administrators or OpEx.

"Newly acquired branches, offices, and new banking center buildings are able to be turned up with little time and effort from the support staff," says Burkland. "Because no configuration is necessary on the end devices, specifically phones and thin clients, more time can be focused on the delivery of quality technology services and the integration of newly acquired systems."

Secure and effective BYOD

Recognizing that employees are most productive using devices they're comfortable with, WesBanco created a BYOD policy with identity-based access control.

Staying green, saving green

Better server density and using thin clients and mobile devices helps the bank shave nearly 3 million kilowatts off its energy usage per year because thin clients consume just 5 to 7 watts per hour versus 230 watts for a standard PC.

Results	· Accelerated login times fourfold · Saved $1 million in reduced OpEx over 1 year, flat lining OpEx · Completed huge integration 60 days faster without adding IT staff · Increased uptime with ability to redirect traffic to mobile connections

Empowering employees with collaboration

WesBanco is deploying Cisco video conferencing and contact center tools to give employees more effective ways to communicate, as well as a platform for gaining insights from big data.

"We have truly moved from three communication options (phone, email, face-to-face) to dozens," says Pattishall. This not only improves collaboration but also empowers individuals to communicate their way, many times without even leaving their offices."

Products & Services

Products and Services
- Cisco Unified Computing System™ (Cisco UCS)
- Cisco UCS B-Series and C-Series Servers
- Cisco UCS Manager
- Citrix XenApp and XenDesktop
- VMware vSphere

Routing and Switching
- Cisco Catalyst® 3560 Series Switches
- Cisco Nexus® 5000 and 2000 Series Switches
- Cisco 2900 Series Integrated Services Routers
- Cisco 819 Integrated Services Router
- Cisco Prime™ Infrastructure

Security
- Cisco Identity Services Engine (ISE)
- Cisco Web Security Appliance (WSA) with Advanced Malware Protection (AMP)

Wireless/Mobility
- Cisco Aironet® 3600 Series Access Points
- Cisco 5508 Wireless Controller
- Cisco Mobility Services Engine (MSE)

Application Networking
- Cisco WAVE 694 Wide Area Virtualization Engine (data center)
- Cisco Services-Ready Engine (SRE) Module running Cisco Wide Area Application Services (WAAS) Software (branches)

Unified Communications
- Cisco Unified Communications Manager
- Cisco Unified Contact Center Express

Collaboration
- Cisco Jabber® for Windows
- Cisco WebEx® Enterprise Edition (Active Host subscription model)
- Cisco TelePresence® MCU 5320
- Cisco TelePresence Endpoints

Services
- Cisco SMARTnet® Service