

Uwharrie Bank Chooses CloudGenix to Create Branch of the Future

CloudGenix AppFabric helped Uwharrie Bank increase uptime and deploy application control and performance for next-generation banking experiences

Build the Next-Generation Bank Branch

Uwharrie is unlike many community banks in that they are on the forefront of deploying and integrating technology that will help improve efficiency and overall experience for their employees and customers. Interactive Teller Machines (ITMs) are a new way to create direct interaction between customers and tellers by providing face-to-face communication through an ATM-like device. ITMs will allow Uwharrie to have more engaging interaction with their customers and allow them to get account and service related questions answered more quickly.

ITMs rely on videoconferencing which creates overhead on the network. The network must be configured in a way that prioritizes these interactions. Matthew Greene, Assistant Vice President of Information Systems at Uwharrie Bank, said, "Traditional router QoS requires a unique skillset that we don't implement on a day to day basis. We wanted a simple yet effective QoS solution to prioritize our interactive teller machine traffic to ensure we were able to take advantage of every interaction with our customers and provide them with excellent service. CloudGenix AppFabric provides that solution."



ABOUT UWHARRIE BANK

Uwharrie Bank, based in Albemarle, NC, is a community bank that believes banking is living by their values: protecting the assets of their customers, helping people and businesses secure financing, and supporting their shareholders and the community. Uwharrie has fostered a strong sense of community with their employees and customers by providing exceptional service.

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ASSISTANT VICE PRESIDENT
OF INFORMATION SYSTEMS**

Increase Uptime

Uwharrie's network is built using metro Ethernet circuits in the data center and branch offices, and each branch office has a broadband DSL Internet connection that serves as a backup connection. While their network links are generally reliable, restoring connectivity when a metro Ethernet circuit encounters a problem requires manual intervention by the administrators, connecting to each device and modifying the devices' configurations.

Uwharrie deployed CloudGenix AppFabric not only to prepare their network for next-generation banking experiences but also to ensure high availability in the branch for situations where WAN links fail. Matthew Greene said, "When our Metro Ethernet links go down, we have to connect into our routers and switches and issue commands to change the interfaces to use our backup DSL. AppFabric takes care of high availability for us. We actually had a link failure during our CloudGenix proof of concept and no one in the branch even noticed that the link was down."

Simple Network Management and Unprecedented Visibility

Prior to CloudGenix, Uwharrie managed their network the way most companies do—router and switch command line interfaces. While these devices are tried and true, they lack the application layer intelligence to simplify alignment of the network with business goals, and, are unable to provide critical visibility into how applications and sites are performing—especially when problems arise.

With CloudGenix AppFabric, Uwharrie now has a unified platform for managing configuration for their entire WAN using policies that align to their business goals. Applications are assigned requirements for performance, security, and compliance, and these policies automatically propagate throughout the entire network. "As soon as I plug in a device, every other device now knows about it, and the topology is built automatically. This allows us to make network-wide changes on the fly which is a huge time saver. The analytics provided by CloudGenix allows us immediate insight into how applications are performing which helps resolve problems more quickly."

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Why Uwharrie Chose CloudGenix

Uwharrie chose CloudGenix because AppFabric provides the high availability and application performance needed to keep their branch offices working while also enabling next-generation banking experiences for their customers. The management and orchestration of the platform enables levels of flexibility and agility they didn't have before, which reduces the amount of time needed to deploy a new branch or deploy a network-wide change. Best of all, the solution is simple and elegant, and doesn't require the level of technical depth that is needed for managing complex networking features on routers and switches.

On why Uwharrie chose CloudGenix, Matthew Greene said, "CloudGenix is simple and it works. I can define how my WAN behaves network-wide and how applications are handled. I can change the entire network with the click of a button to accommodate a new application, and the portal allows me to see what's really going on so I can resolve problems when they arise. With CloudGenix, I have a better way of managing my WAN."

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ABOUT CLOUDGENIX

CloudGenix provides a software-defined WAN solution with AppFabric technology that enables you to build a global WAN based on business policies for application performance, compliance, and security, across all sites and users. Unlike router-based solutions, CloudGenix AppFabric allows you to define top-down global policies based on business intent rather than fragmented bottoms-up configuration changes based on technical implementation. With CloudGenix, you can easily integrate heterogeneous WAN connections for any site, take advantage of cloud and SaaS applications, improve visibility for app performance and SLAs, and dramatically simplify network operations.