



CASE STUDY: *FIRST UNION DEPENDS ON EDIFY SELF SERVICE*

BACKGROUND:

First Union

Founded in 1908 as Union National Bank, First Union has grown to be the nation's sixth largest banking company, with 45,000 people serving more than 12 million customers in 38 states. First Union Fiduciary Operations provides a wide variety of financial accounting and securities services to its customers. Such services include: custody and safekeeping of securities and other assets; trade settlements; income collection, all types of corporate actions; remittances; incoming and outgoing wire transfers; mutual fund processing; common trust fund valuations, admissions, withdrawals, income, gains/losses and reporting; support for proprietary mutual fund transaction processing; customer reporting; and an online real time trust accounting system. Fiduciary Operations averages over 3 million transactions a month.

CHALLENGE:

Reduce expenses, increase functionality

First Union offered a dial-up trust account information service, First Connect, which already had a substantial customer base. It required proprietary software and was expensive for the bank to maintain. First Union wanted to reduce its costs while expanding functionality for its customers. First Union also wanted to offer leading edge security features to insure client confidentiality.

SOLUTION:

Edify delivers web-based services

First Union developed a web application with Electronic Workforce Release 5 software to replace the existing First Connect application. This new customer service application offers web-based trust services and portfolio management, and replaces the Windows-based system. The new system accesses the host system and databases, allowing First Union to spend time supporting content and services instead of communications and software.

"Its seamless integration... makes our internal data management transparent to our customers."

*-Susan Thomas,
Manager of Project Consulting Services*

IMPLEMENTATION:

Existing functionality plus powerful new features

The First Connect web application delivers the functionality of the existing application with the addition of new features such as Pending Trade Requests and Trade Affirmation. The new application includes the following functions:

Account Transaction Inquiry

Retrieves transactions posted to income or principal portfolio accounts.

Investment Reviews

Generates investment reviews using designated format types including estimated income, book value, market value, percent market, bond rating, unrealized gain/loss, tax cost, current yield, and yield to maturity.

Income Projections

Estimates income and fees for accounts over a 12-month period.

Asset Trial Balance

Retrieves all assets for an account including state and federal tax costs for each asset or registration/pledge data.





Customer Statement

Retrieves customer statement information.

Gain/Loss Report

Retrieves a summary of capital gains and losses for an account for a given fiscal year.

Trade Affirmation

Updates affirmed trades to the NCS trust accounting system, with data written to an Oracle table so it will be available for audit reports.

Pending Trade Requests

Retrieves pending trade requests for an account.

Data for several of the functions is obtained from an Oracle database, which is updated nightly. For other functions, for which data is not available in the Oracle database, time-triggered applications extract data. An Administrator's web page allows customer profiles to be set up in Oracle that contain information about which functions the customer is likely to use and when the customer is likely to access them. The Electronic Workforce consults these profiles to determine for which customers data is extracted and when that extraction is to occur. As a customer accesses functions, the Electronic Workforce updates that customer's profile.

"The Electronic Workforce continues to be a key component for accessing multiple legacy systems and databases," said Susan Thomas, Manager of Project Consulting Services at First Union. "Its seamless integration with our back-office systems makes our internal data management transparent to our customers."

BENEFITS:

Increased privacy, better response time

Both First Union and its customers realize benefits from the Electronic Workforce Release 5 application. The previous First Connect application only allowed customers to download customer information from certain functions of the trust accounting system. The new First Connect application offers customers the opportunity to view this information on the web pages. The Electronic Workforce provides First Union customers with increased privacy by ensuring the security of each transaction. And customer information is retrieved from Oracle tables to provide better response time and 24-hour access. First Union can generate volume reports to show how many customers have accessed each web function and generate audit reports for all functions that update the trust accounting system.

"Release 5 leverages the existing Electronic Workforce technology by using NT to offer a more robust development and production environment," said Thomas. "The new Workforce Administrator tool provides a more in-depth view of your application and critical monitoring information."

Technical Summary

Server: VAX
Database: Oracle

Applications Summary

Account Transaction Inquiry, Investment Reviews, Income Projections, Asset Trial Balance, Customer Statement, Gain/Loss Report, Trade Affirmation, Pending Trade Requests

Media

Web



E d i f y C o r p o r a t i o n

2840 San Tomas Expressway, Santa Clara, CA 95051 USA
Phone: (408) 982 2000 (800) 944 0056 Fax: (408) 982 0777
<http://www.edify.com> e-mail: info@edify.com

© 1998 Edify Corporation. All rights reserved. Edify and Electronic Workforce are registered trademarks of Edify Corporation. All other company or product names may be trademarks of their respective holders.