

# Making the Switch to ZixCorp

## Bank Iowa wanted a simple, seamless and secure solution

Integrity, communication and community. These three words help form the core priorities of Bank Iowa.

A group of independent banks with 25 locations in 21 communities across the state, Bank Iowa Corporation has combined assets of over \$1 billion. Though they offer the power of a big financial institution, each bank is focused on the specific needs of the community it serves.

"We look on our customers as family. They're not an account number, they're a name and face," said Jerry Warrick, Bank Iowa's Operations/Technology Director. "We take a lot of pride in protecting our clientele's personal information any way we can."

### Wanted a more intuitive solution

To help ensure top-notch security, Bank Iowa replaced its old encryption solution with ZixCorp's email encryption service.

"Our previous solution was cumbersome to work with and every time I wanted to do something new, I'd have to call their support team," said Warrick. "It would take a long time to get a call back and they often struggled with what I was trying to do. I was running into a lot of roadblocks."

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Warrick says managing encrypted email became easier when the ZixCorp solution was implemented. "It's seamless—I barely know it's there," he said. "Our customers and staff made a smooth transition and I love how scalable it is. I have nothing but good things to say."



### At a Glance:

- Bank Iowa Corporation

### Bank Background:

- 25 locations in 21 communities across Iowa
- Assets of \$1 billion
- More than 250 staff members

### Issue:

- Needed email encryption to send personal financial data to customers and partners.
- Wanted to replace previous "cumbersome" technology.

### Solution:

- ZixCorp's Email Encryption Service

### Benefits:

- Communicate securely with partners and customers
- Easy to install and maintain
- Financial lexicon plus the ability to create own policies
- No additional software or training required
- Access to the ZixDirectory
- Transparent to end users

The fact that emails containing personal data such as loan information, Social Security and bank account numbers are automatically encrypted with the ZixCorp service was a key decision-clincher, says Warrick. “With our old solution, we had to write ‘secure’ in the subject line before it would encrypt the email. With the ZixCorp lexicon, it scans for key words and secures the data right away. This makes it a lot easier for our users.”

### ZixDirectory a huge hit

Another thing Warrick loves is how Bank Iowa is connected to partners via the ZixDirectory. “It’s an added bonus because we work with federal regulators and they’re in the ZixDirectory. It lets us communicate safely and seamlessly. I’m in a peer group with the Iowa Bankers Association and more and more members are talking about installing the ZixCorp solution. I think that’s great because we’ll be able to easily exchange encrypted emails with everybody in the directory—making us one big secure community.”

ZixCorp’s email encryption service lets organizations like Bank Iowa instantly plug into the largest email encryption directory in the world. ZixDirectory boasts more than 16 million protected email addresses and is growing at more than 100,000 new members each week. Once connected, users send and receive secure emails transparently, without having to manage encryption keys. ZixCorp provides automated key management for its customers in a wide variety of industries including health care, financial services and government.

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*Jerry Warrick, Bank Iowa’s Operations/Technology Director*

### ZixCorp an easy choice

“Banks that consider security and privacy critical to their bottom line call on us to encrypt their sensitive emails,” said Rick Spurr, ZixCorp’s Chief Executive Officer. “The FFIEC agencies use ZixCorp, and we are recommended by the Conference of State Bank Supervisors as the proven option for email encryption.”

Since Bank Iowa replaced its old technology with the ZixCorp email encryption service, Warrick says they haven’t looked back. “The ZixCorp solution is a vast improvement over what we had before. There really is a world of difference.”

### ABOUT ZIXCORP

ZixCorp provides easy-to-use-and-deploy email encryption and e-prescribing services that protect, manage and deliver sensitive information to the healthcare, finance, insurance and government industries. ZixCorp’s hosted email encryption service enables policy-driven email security, content filtering and send-to-anyone capability. Its PocketScript e-prescribing service provides point-of-care access and transmission of patient and payor data that improves patient care, reduces costs and improves efficiency.

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