

CASE STUDY

Salem Five combines technology with a personal touch to help uncomplicate everyday banking

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. Founded in 1855, when it was known as "Salem Five Cents Savings Bank" due to its minimum deposit of 5 cents, Salem Five is now 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 differentiates itself from megabanks by combining technology with a personal touch and an understanding of what its customers want most. The headline in one of their online ads says it all. "We know your name and your needs. Let's uncomplicate money.™"

"Our legacy platform did not provide the performance, availability, flexibility, and TCO advantages we needed to maintain our competitive edge."



Troy Preble
VP, Enterprise
Infrastructure
Salem Five



AN EARLY PIONEER IN ONLINE BANKING

"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. With solid experience in driving results-focused change in IT operations, Troy's appointment reflects the bank's 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.

UPGRADING INFRASTRUCTURE FOR COMPETITIVE ADVANTAGE

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.

A photograph of the Salem Five Bank building, a multi-story structure with arched windows and a blue sign that reads "Salem Five Bank". A purple semi-transparent box is overlaid on the left side of the image, containing white text.

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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 SALEM FIVE-DAYMARK-INFINIDAT PARTNERSHIP

Troy Preble's relationship with Daymark goes back more than a decade, when he worked for a semiconductor manufacturer as head of IT operations. Tim Donovan, Daymark's founder, believes that strong business relationships like he enjoys with Salem Five and Infinidat are built on shared values, personal commitment, and trust. "In addition to this engagement, Daymark is a Salem Five customer. And because of the shared values we have with Infinidat, our relationship with them has grown significantly." Daymark has also partnered with Infinidat on behalf of dozens of other clients.

To learn more about how Infinidat can help your organization scale to win, visit [Infinidat.com](https://www.infinidat.com).



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