

1755 Wachovia

David Griffes: Wachovia Bank is one of the top six banks in the United States. One of our greatest business drivers is to be flexible for our customer.

Ron Donson: So that the customer has a unified experience, so no matter whether he goes to the internet channel, to an ATM, calls the call center. They get the same answer, the same process.

David Griffes: In the past, each channel has been very silo driven, has written their own applications.

Ron Donson: We were doing point-to-point integration, and that's pretty much unmanageable or very, very difficult to manage.

David Griffes: WebSphere enables us to use the service oriented architecture. And with that service oriented architecture, we're able to turn these silos of applications into an integrated platform, where all the front end actually talks to a single back-end service. And that single service then can display the same information in different ways to the customer, as they come into the bank through the different channels.

Ron Donson: Service Oriented Architecture allows us to, if you will, skinny down those channel delivery applications to make things simpler, skinnier, more lightweight. So that when we make a change we can make it across all of the channel delivery applications.

David Griffes: If we have a new product that has to get to market, or a new application to enable a new product. Those things can happen much faster.

Ron Donson: The biggest benefit is the reuse of functionality, so that we aren't building the same thing 10 times. We see tremendous benefit there, a great cost reduction.

David Griffes: The customer is much more appreciative of the fact that they are receiving the same information, no matter what channel that they use to access the bank. We're very proud of the fact that we are rated as the highest customer satisfaction bank in the United States. We can meet our customers' needs, because our services are written and run on WebSphere.