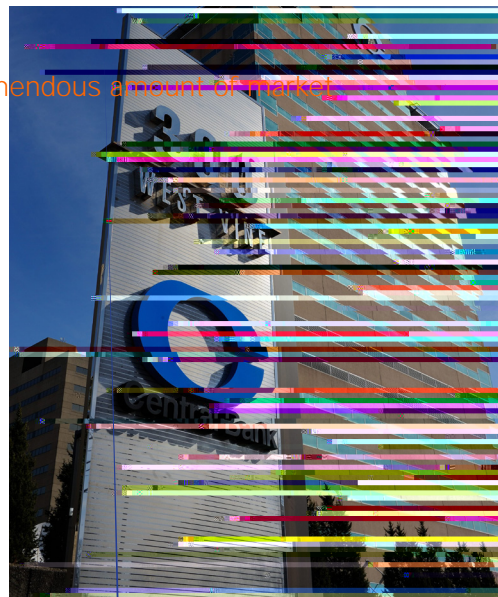


Central Bank

Large Community Bank in Kentucky Engaged Fiserv to Maximize Strategic Planning to Drive Franchise Growth and Profitability

Central Bank wanted to spend less time collecting data and more time making informed, data-backed decisions to grow its business. The bank implemented BankAnalyst and gathered a tremendous amount of market



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data, but the staff felt bogged down by all the time spent compiling spreadsheets and preparing reports. Rather than continuing to focus efforts on collecting the data, the bank enlisted Fiserv to help it maximize the information gathered in these key areas:

- Strategic planning
- Market expansion/site reviews
- Household segment analysis

Strategic Alignment and Market Analysis

High-performing banks cite “maximizing franchise value” as a strategic objective, and Central Bank is no exception. BankAnalyst allows Central Bank to develop a focused plan for key product areas and segments and assess the institution’s strategic alignment with its footprint’s best opportunities. And thanks to data provided by Fiserv, the bank can efficiently focus on developing effective strategies.

Client Profile

Central Bank is one of the largest banking companies chartered in Kentucky, with assets exceeding \$2.5 billion. The bank is a wholly owned subsidiary of Central Bancshares, Inc., headquartered in Lexington, KY. A total of 500 employees serve more than 100,000 customers with a full range of banking, insurance, investment and wealth management services. From its beginning in 1938 in an individual location in downtown Lexington, Central Bank has expanded into eight Kentucky counties and operates 26 offices.



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