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# SUNTRUST

# Case Study

## Technology Infrastructure Assessment

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—Jim Smith  
SVP, Technical Services

ADS Financial Services Solutions is a strategy consulting and systems integration services firm dedicated to serving the needs of the financial services industry. ADS offers rapid, cost effective solutions to its clients' business challenges through its in-depth financial industry expertise, project management expertise and technology expertise.

### CLIENT

SunTrust Banks, Inc. is one of the nation's ninth largest commercial banking organizations, with total assets of \$104 billion and total deposits of \$65 billion. Offering a full line of consumer and commercial banking services to more than 5.5 million customers from Florida to Maryland, SunTrust's primary businesses include traditional deposit and credit services as well as trust and investment services. Through various subsidiaries, they also offer credit cards, mortgage banking, insurance, brokerage, and capital market services.

### SITUATION

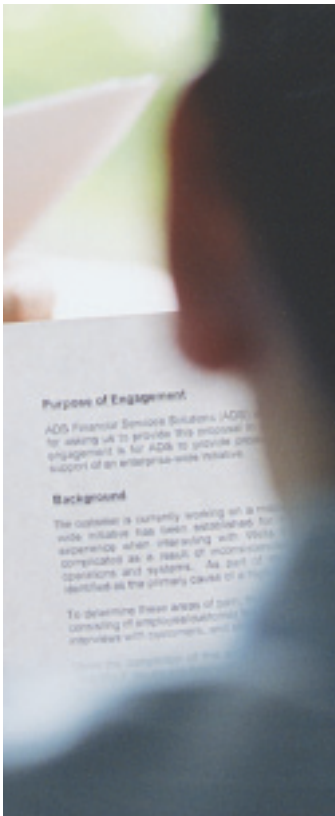
When SunTrust's internal users, PC Banking clients, and ATMs began experiencing intermittent system slow-downs in system response time it became a matter of great concern. Adding to the complexity of the problem was that the problem was random, and intermittent and impacted performance on all mainframe, client/server and Web based systems within the bank.

### CHALLENGE

The task of solving the problem fell to SunTrust's Senior Vice President of Technical Services, Jim Smith. SunTrust had recently absorbed a large acquisition with its computing facility into the SunTrust family when Smith's team was in the process of shaping and tuning the bank's infrastructure.

"We worked on it for about a month internally, and we made some headway, but not as much as we needed to," said Smith. Smith brought in technicians from their major IT and networking vendors, each of whom began troubleshooting their area of expertise. Again, the technicians made a number of changes, but they did not achieve the results SunTrust was looking for.

"Although we had super technicians working on the issue, each of them was looking at the problem only from the viewpoint of their technology," explained Smith. "We needed someone who could approach it from a broader perspective and provide direction and focus to the technicians."



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On the recommendation of a colleague who had worked successfully with ADS in the past, Smith called ADS. "What I saw in ADS was a more methodical, structured approach to problem diagnosis," said Smith. "They seemed to be able to come at it from an application viewpoint, rather than a technical system viewpoint."

#### APPROACH

"The first thing the ADS team did was to assist with the completion of a workflow diagram of how it all pieced together," explained Smith. "This gave us a sense of how transactions flowed through the many different components of our systems and where the potential bottlenecks might exist."

The ADS consultants also worked with the SunTrust team to establish a matrix for tracking the team's progress and a benchmarking system to gauge their effectiveness. Smith was impressed by the thoroughness and management skills of the ADS team. He said that, "They were very good at working, not only with our technicians, but also with the other vendors, and with our internal clients—observing how they were using the system, entering the data, and so forth. The ADS people were highly professional and very dogged in their determination...asking the right questions and driving to get to the solutions."

#### RESULT

Within four days, the team led by ADS had identified all the potential application, architecture, and implementation issues that could have been contributing to the response slowdowns. Within eight weeks, several bottlenecks were discovered and prioritized, and the team began eliminating them, one by one. In very short order, the SunTrust Call Center staff was enjoying better response time than they had experienced in several years.

#### BENEFITS REALIZED

The value ADS provided to SunTrust did not end at the conclusion of the engagement. The configuration databases ADS created for SunTrust has provided a clearer picture of their technology environment and will help SunTrust manage its growth and use of resources more effectively going forward.

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