

A NEW FOUNDATION FOR NETWORK PLANNING: HOW BANK OF THE WEST USED STRATASCAPE® TO IDENTIFY GROWTH OPPORTUNITIES IN THE PORTLAND MARKET

StrataScape® was instrumental in our growth plan for the Portland market, and has since become the foundation of our distribution planning process. It allows my team to develop sound recommendations and for our executive leadership to make critical network decisions.

– Tim Siefertman,
Senior Vice President of the
Branch Network Group,
Bank of the West

USER PROFILE	Bank of the West
	\$87B in Assets, \$65B Deposits
	2 Mil Customers
	536 Branches, 614 ATMs
	3 Years with StrataScape®

THE CHALLENGE: Building a Robust Investment Strategy to Grow the Customer Base in Portland

Bank of the West was operating 20 branches in the Portland area and had a vision to expand their market presence. In the near-term, the bank wanted to understand the growth opportunity and establish an investment strategy for Portland. Long-term, however, the bank aimed to create a robust analytic process that would standardize how they assessed markets across the entire footprint.

THE SOLUTION: Developing a Targeted Market Strategy Using StrataScape®

To get a 360-degree view of the landscape in Portland, Bank of the West turned to Novantas’s highly intuitive planning platform, StrataScape, to target the communities with the highest growth potential. Using industry data and a market prioritization framework, the StrataScape client services team collaborated with the executives at Bank of the West to build the Portland strategy. “In this exercise, we were focused on retail customers and our objectives were first, to understand which areas had the most headroom for growth, and second, how targeted investments in branches and ATMs could provide lift to the whole market – not just individual trade areas,” explained Tim Siefertman, Senior Vice President of the Branch Network Group at Bank of the West.

With that in mind, Novantas and Bank of the West conducted a detailed analysis of the existing micro markets in Portland to prioritize local areas with the highest capability given the bank’s current scale and local opportunity. Additionally, StrataScape integrated visibility metrics into branch evaluations, ensuring that all network decisions contributed to the “billboard value” of the bank. “The market analytics module of the platform helped build a robust framework for prioritizing geographies and branches in Portland. Ultimately, we were able to make actionable strategic decisions without wasting time on gathering the data and building models manually,” recalled Siefertman.

THE RESULT: A New Foundation for Network Planning

Together, the teams used StrataScape to identify the best block groups for visibility and potential growth, supporting decisions for new branches and providing valuable proof points for decisions on existing branches and potential consolidations. “The analysis recommended that we focus on increasing the visibility and hours of existing branches in 5 distinct locations along with building 3 ATMs in Downtown Portland,” commented Tim. “StrataScape was instrumental in our growth plan for the Portland market, and has since become the foundation of our distribution planning process. It allows my team to develop sound recommendations and for our executive leadership to make critical network decisions.”

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ABOUT BANK OF THE WEST

Bank of the West is a regional financial services company headquartered in San Francisco with \$83.8 billion in assets as of March 31, 2017. Founded in 1874, Bank of the West provides a wide range of personal, commercial, wealth management and international banking services through more than 600 branches and offices in 23 states and digital channels. Bank of the West is a subsidiary of BNP Paribas, which has a presence in 74 countries with more than 190,000 employees. To learn more about Bank of the West, visit About Us via BankoftheWest.com.

ABOUT NOVANTAS

Novantas, Inc. is the leader in customer science and revenue strategy for the financial industries, and one of the fastest growing and largest FinTech companies worldwide according to American Banker and IDC FinTech 100 listings. Novantas advisory and solution services specialize in investigating and interpreting customer needs, attitudes, and behaviors, to help banks refine pricing, distribution, marketing, customer strategies, and sales and service activities. Novantas's StrataScape is an intuitive network planning platform which provides banks with a powerful approach to understand the opportunity across their markets as well as industry-tested branch decision models. For more information, visit www.novantas.com.