



First Arkansas Valley Bank manages 525 million in assets and provides a wide variety of banking services to its customers at 13 locations throughout the state. Three of these branches are located far away from the bank's main office, making communicating difficult at best.

Before their decision to purchase Comotiv Collaboration™, one-to-one communication tools, such as email and fax, were utilized, along with telephone conferencing, as the only option when it came to communicating with multiple people in real-time.



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Using Comotiv Collaboration

Today, branch managers, as well as operations executives, use the Comotiv Collaboration workspace as a place to post and share their most current procedures with other branches. They also use the application sharing tool as a medium to present their PowerPoint presentations during real-time meetings. According to Shane Atkinson, system administrator, all users of Comotiv Collaboration have been very complimentary of its ease of use. Recently, employees have started to use the workspace and application sharing tool as a medium for training materials and participation in live training sessions.

Improving Information-Sharing

Using Comotiv Collaboration, First Arkansas Valley Bank has improved information-sharing among branches, as well as reduced travel expenses, thus saving money and giving employees more time for their profession instead of having to commute and search for information.

According to Fred Vining, senior vice president of operations, Comotiv Collaboration will facilitate 20 company wide meetings this year, with the possibility of increasing to 35 next year. Although Mr. Vining considered presentation tools such as WebEx and GoToMyPC, Comotiv Collaboration's full set of tools, "looked like it would really serve our needs."

Valuable Tool

Being a growing bank, the value of the big business tools that Comotiv Collaboration provides, without the heavy investment and time commitment required by other products in its class, made the choice an easy one. In fact, Comotiv Collaboration has not only saved First Arkansas Valley Bank time and money; it has also provided them with a better method of communication.