



## MESSAGE FROM THE CEO

With the start of a New Year comes resolutions, a promise to ourselves to set improvement goals for the coming year. This is the perfect time for BITS to communicate to our clients and the community at large our plans for



Jerald Murphy  
CEO, BITS

improvement in 2016.

Our goals for 2016 are centered on three areas:

**security, automation, and desktop integration.** We

see security

continuing to grow in importance for community banks, as the level of threat increases unabated. Expanding our automation will enable clients to be more productive with reduced expense, while desktop integration will make employees more efficient and effective.

### Security across all infrastructure

– We continue our proactive expansion of security capabilities. Last year, we upgraded our firewalls and moved clients from 3DES to AES 256 encryption. These actions improve network performance, while increasing security. This year, we continue security improvements by upgrading our intrusion detection capabilities with dedicated IDS appliances, a more sophisticated detection analysis. We are developing new, on premise, security threat detection tools, as well as hiring dedicated security experts.

**Improved automation** – We are aware of our client needs to decrease operational costs and improve productivity. We are making several enhancements to our MyBITS portal that will greatly benefit

customers. The portal will soon allow self-service for routine administrative edits such as password resets and system name changes. These live edits will remove the standard 24 hour turn-around process. The portal will also allow customers to view real time infrastructure information and system status.

This improved efficiency will enable CSC staff to dedicate more time to proactive problem solving, improving infrastructure performance and client satisfaction. In addition, our improved reporting system will allow our engineers to identify and potentially fix issues before they arise.

**Voice/Desktop integration** – We are committed to improving client



productivity through the integration of business tools we use each day (telephones, email, instant messaging). This will include click-to-call from Outlook, Jabber integration for instant messaging, and the ability to use soft phones on laptops. We will also look at integrating other end user systems, such as smart phones and tablets.

BITS is committed to helping you save money and be more productive, while increasing your security. In addition we uphold our corporate commitment to maintaining and improving the outstanding customer service you have come to expect.

Please let us know what we can do to help you achieve your company goals. We look forward to a prosperous, secure, and productive 2016.

Best wishes

## What's New!

In an effort to continuously improve our BITS voice infrastructure, we perform regular updates to keep up to date and secure. We recently upgraded our entire hosted Unified Communications platform in our New Jersey and Pennsylvania datacenters; including the Call Manager, Unity Voicemail, Contact Center, Voice Gateways, and the Attendant Console Platform.

Our BITS voice infrastructure upgrade immediately provides our customers with the most up-to-date voice platform, and opened the doors to develop the next generation of collaboration services including desktop collaboration, video, instant messaging with presence, browser based contact center agent/supervisor, and mobility. These service enhancements will improve internal

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employee collaboration and productivity while enhancing the bank's customer service.

All technology, including telephone systems, must be periodically updated to keep pace with feature demands, performance requirements, security risks, and new technology compatibility. Upgrading technology is necessary, but is also often quite complex and costly. Most of us are familiar with the complexities of implementing an enterprise-wide Windows upgrade on a bank's computers. Upgrading a Cisco Unified Communications platform requires careful planning and an understanding of the impact on the physical datacenter infrastructure, Cisco licensing, and call processing during the upgrade, as well as employing senior engineers who can execute on the plan.

While BITS clients will enjoy the benefits of this upgrade without incurring any costs, the same cannot be said for banks that host their own telephone system. A



bank that hosts their own must have or hire skilled technical resources to conduct end-user requirements validation, network readiness assessments and thoroughly test the new system before the actual cut over. They must purchase any new hardware required to host the new system and they must subscribe to new license to enable the software. This is quite complex and costly; and if implemented improperly, could shut down bank telecommunications.

BITS embraces new technology and understand the benefit of investing into infrastructure. We employ highly certified engineers and invest heavily to ensure that our customers are always provided with the most stable and reliable telecommunications service available. BITS makes these investments, so you don't have to.

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## Welcome Our Newest Customers

In 2016, BITS has signed three new banks totaling 35 branches, in PA, NJ, and MA. These include Ambler Savings Bank (PA) and Unity Bank (NJ).

## Where you'll find us

2016 Information/Cybersecurity Officer, IT Officer and Operations Officer Forum, Indiana Bankers Association - February 26, 2016

The One Conference, Illinois Bankers Association - 3-4 March 2016