

## Farmers National Bank Improves Collaboration for Board of Directors and Beyond



### About

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Farmers National Bank has been an Allen County Institution since November 3rd, 1923. During that period of time, the bank has contributed to the lives of thousands of South Central Kentuckians. Today, Farmers National Bank continues in the proud tradition of offering financial services including brokerage, deposits, loan insurance, trusts and investments to rapidly growing communities such as Bowling Green and Warren County.

### OmniJoin<sup>®</sup> Makes the Connection

In 2010, Farmers National Bank was building its new main headquarters in Scottsville, Kentucky. They knew that they wanted to use a video conferencing solution within the new facility to easily allow the board of directors to connect during monthly meetings. While some members were in the office or could travel to the new site, some were located as far away as Nashville, Tennessee and a video conferencing solution would be an efficient way for them to join the meetings.

Farmers National Bank expressed this need to their audio/visual hardware installer, and was referred to OmniJoin (at the time called Nefsis) as a solution to evaluate. The installer highly recommended the service based on the crystal clear video functionality he had experienced, and appreciated the reasonable licensing plans and price point. Farmers National Bank also considered a Tandberg video solution, since they were using Tandberg room system hardware at the time. They eventually chose OmniJoin over Tandberg since that solution was not web-based and was not compatible with all of the operating systems they needed to support meeting attendee devices.

“We know we can use a lower cost, or free, solution for this type of service, but the virtual interaction of our board and other employees is very important, making the video quality we receive from OmniJoin well worth the subscription fee.”

*Jeremy Broady, Farmers National Bank Network Administrator*

## The Solution

Farmers National Bank engaged in a trial of the service, and was impressed with the video quality OmniJoin offered, which was a primary decision factor in picking a video conferencing solution.

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While they initially planned on only using OmniJoin for board meetings, the use of OmniJoin has expanded over time. Today, they use it for a variety of meetings with the board, management and other internal employees. Typical meetings involve connecting a group at headquarters with another branch to jointly collaborate on documents. For larger meetings, employees who are close to one of the locations will drive into the office, but the option of using web and video conferencing has allowed the bank to save employees needless time traveling into an office when an OmniJoin meeting can provide a sufficient alternative. Farmers National has also stopped using their Tandberg hardware within the meeting rooms, since personal computers are sufficient to support their OmniJoin web conferencing meetings.

### Measurable Benefits

- Web-based solution
- Compatible with legacy systems
- Impressive video quality
- Document collaboration
- Sufficient alternative to face-to-face meetings

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