

CIBM Bank – Customer Privacy a Priority

This bank is one step ahead

CIBM BANK
Member FDIC

At a Glance:

- CIBM Bank

Background:

- Serves communities throughout Central Illinois; Indianapolis, Indiana; and Milwaukee, Wisconsin
- Operates under the name “Central Illinois Bank” in its Central Illinois markets and “Marine Bank” in its Indiana and Wisconsin markets
- 150 employees
- 12 branches

Issue:

- Needed an email encryption solution to securely send personal financial data to customers, vendors and regulators

Solution:

- Zix® Email Encryption

Benefits:

- Communicate securely with clients, vendors and regulators
- Easy to install and maintain
- Secure and transparent communication with ZixDirectory members
- Automatic scanning and encrypting of financial data
- Customers can initiate secure email to CIBM Bank through Zix Secure Compose

For CIBM Bank, customer confidentiality is engrained in its corporate culture. With 12 branches in Central Illinois, Indianapolis and Milwaukee, it believes that protecting privacy comes first.

“Encrypting personal information plays a key role in our commitment to our clientele,” said Lee W. Abner, CIBM Bank’s Director of Technology Services. “We don’t want our customers’ data to fall into the wrong hands.”

To protect sensitive data, CIBM Bank implemented Zix Email Encryption. A Zix customer since 2005, CIBM Bank’s 150 employees communicate securely and effortlessly with customers, vendors and government regulators. Outgoing email is scanned using Zix’s content filters for personal financial information such as Social Security numbers, tax, loan and mortgage data and then encrypted.

“I love that it’s easy to use. You install it, it automatically encrypts pertinent data and nobody has to think about it,” said Abner. “The Zix email encryption solution does the job.”

Secure Compose Lets Customers Contact You First

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– Lee W. Abner, Director of Technology Services

To cover all bases, CIBM Bank is implementing Zix Secure Compose so that its customers and vendors can initiate encrypted email messages to the bank without cost or software installation even if they’re not Zix customers. Zix Secure Compose is a feature of ZixPort®, a secure Web portal that can be customized to complement a company’s corporate identity.

About Zix

Zix is a trusted leader in email data protection. Zix offers industry-leading email encryption, a unique email data loss prevention (DLP) solution, and an innovative bring your own device (BYOD) email solution to meet your company's data protection and compliance needs.

Zix is trusted by the nation's most influential institutions in healthcare, finance and government for easy-to-use secure email solutions. For more information, visit www.zixcorp.com

"Customers prefer to do their banking online rather than drive to a branch. They want to send a file electronically via email rather than print it out and courier it to you," said Abner. "We want to ensure they can send us data safely with little effort on their part. That's where Zix Secure Compose comes in."

Abner says CIBM Bank will brand the custom portal with the bank's logo so that customers instantly know they're dealing with the bank. "People are cautious about phishing scams," he said. "We want to reassure them they're really working with us. It's all part of our commitment to secure their personal and financial information."

A dedicated marketing campaign aimed at educating customers about the importance of email security will be an ongoing project, said Abner. "We'll be out there promoting our secure messaging capability, because we strongly believe it's something our customers should understand and use," he said. "We want them to know we're taking extra steps to ensure their data remains protected."

"From sales, contract renewals, pricing, installation and support, Zix has been wonderful to work with. Why would we look at anything else?"

– Lee W. Abner

A Network of Transparent and Secure Communication

Another Zix feature that Abner says is invaluable is ZixDirectory®, and he's impressed by the quantity and quality of ZixDirectory members. It's the world's largest shared email encryption community with more than 30 million members, including all members of the FFIEC, the SEC, state regulators and many financial institutions.

"ZixDirectory makes it easy for us to securely and transparently exchange data with our vendors, partners and regulators," said Abner. "It makes communication seamless and easy."

For Abner, email encryption starts and stops with Zix.

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