



Viva Bajío!

Mexican Bank
Champions Technology
as Business Enabler

Banco del Bajio, one of Mexico's fastest growing financial institutions, opened its first branch in December 1994. Now, 13 years later, it ranks as the country's eighth largest bank with 144 branches in 34 cities.



Its meteoric ascent to prominence in Mexico's regional banking sector is attributable to uncompromising customer service and the use of cutting-edge technology and processes to meet the needs of its customers. Underlining its belief in technology as a business enabler, the bank chose a state-of-the-art March Networks™ video surveillance solution to combat fraud and manage risk.

Based in Leon and committed to serving the thriving Bajio region in central, eastern, and northern Mexico, Banco del Bajio selected March Networks technology as being best able to comply with the video surveillance standards of Seproban, a crime-fighting government and industry partnership that recommends automatic image transmission of alarm-triggered incidents to a monitoring center.

Internal video storage, bandwidth usage, reliability, remote management capability, recording quality and ATM integration capability were essential components that motivated the decision to acquire March Networks technology, says Jose de Jesus Rojas Vazquez, Banco del Bajio's Corporate Security Manager. Vendor support was also critical.

"It's very important for us to have 24-hour technical support every day of the year, a user training program and an efficient, cost-effective means of distributing software upgrades."

Security staff at the bank's monitoring center in Leon are able to view live and archived video over the corporate WAN to investigate occurrences of fraud and other criminal activity.

The March Networks 4000 Series recorders accommodate a maximum of 16 cameras, typically monitoring ATM lobbies, teller stations and entrances and exits. The recorders are integrated with the bank's alarm systems to activate recording and tag the relevant video in the event of an incident outside of normal business hours.

"We are planning on an ATM integration, which will allow us to search and review video by keying in a

transaction number or customer ID," notes Rojas Vazquez. "This will further accelerate our ability to respond to customer claims and resolve issues that are brought to our attention."

Future plans include an upgrade to the March Networks R⁵ Visual Intelligence Software Suite and the deployment of March Networks' Financial Transaction Investigator, which will synchronize a visual record of every ATM transaction with accompanying video.

Management is also evaluating the possibility of using the system to monitor customer service.

Banco del Bajio began deploying its March Networks recorders in June 2006 to improve its digital recording capability. By June of the following year, it had 122 March Networks recorders in operation. To keep pace with its rapidly expanding branch network, the bank plans to acquire an additional 40 recorders every year.

As a final point, Rojas Vasquez concludes: "March Networks not only makes an excellent product, but also stands behind it." ✨

Banco del Bajio

Banco del Bajio (www.bb.com.mx) is one of the fastest growing regional banks in Mexico with 144 branches in 34 cities in central, eastern and northern Mexico. Headquartered in Leon, Guanajuato, the bank was founded in 1994 to serve the needs of businesses and individuals in Mexico's thriving Bajio region. Majority-owned by Mexican industrialists, Banco del Bajio has 2,000 employees and assets of more than \$4 billion.

Diebold Mexico

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