

# Liberty Bank and Trust

## Opportunity

Liberty Bank and Trust was founded in 1972 with a mission to provide innovative, customer-driven products and services to diverse markets, with a particular focus on the African-American community.

Liberty Bank and Trust serves more than 40,000 customers from its locations in Louisiana and Mississippi. Major clients include American Express, the City of New Orleans, and the Internal Revenue Service (IRS).

The strategic challenge for Liberty Bank and Trust was to protect the institution's assets and the assets of its customers as its network of branches grows and becomes more geographically dispersed.

## Solution

Liberty chose a Verint Enterprise Video Management Software (VMS) —a computer-based, digital video surveillance recording and retrieval system that automatically captures, digitizes, and compresses high-resolution video images of bank transactions and other events. Video images can be accessed either on site or remotely via a secure Windows-based application. Retrieved images can then be enhanced, printed, faxed, and emailed. Liberty has found that the ability to quickly make video images available to law enforcement is one of the system's greatest advantages.

"We can immediately email digital images to other branches and to law enforcement. This can mean a savings in man-hours for the bank and can also mean the difference between apprehending a criminal suspect and recovering stolen property or allowing too much time to pass after an incident," say Aaron McDonald, assistant vice president and director of corporate security.

Verint's software integrates with typical banking systems, such as ATMs and teller operations, and can accommodate multiple inputs from cameras positioned at critical points throughout each facility—inside, at the drive-thru, and at ATM locations.

"It's in investigations where the system has helped us the most," McDonald says. "Now we can review footage remotely, and we don't have to go through a whole analog tape looking for a particular sequence of events."



### Customer

Liberty Bank and Trust



### Industry

Financial



### Solutions

Verint Enterprise Video Management Software



### Region

Americas

## Liberty Bank and Trust

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– Aaron McDonald, Assistant Vice President and Director of Corporate Security, Liberty Bank & Trust

### Results

The Verint solution facilitates loss prevention activities by enabling quick and easy retrieval of incident video based on motion, event, transaction number and type, as well as by time and date.

The features of the Verint EnterpriseVMS can be used to help protect assets at financial institutions, such as Liberty, but they also enable retail businesses to research transactions, examine alarm events, conduct time interval searches, and examine motion-only incidents via Point Of Sale (POS), asset tracking, and access control interfaces.

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