



## Partnering for **SUCCESS**

As seen in the May 2018 issue of  
**Independent  
Banker**

### COMMUNITY BANKING SUCCESS STARTS AT THE CORE

The success of a bank hinges largely on its relationship with its core partner. This is especially true for community bankers, since the needs for each are specific to the demands of its business. For community bankers to retain market share in an ever-evolving market, it is valuable for them to choose a core solution that is intuitive, and an active partner that is willing and able to do what they need to stay competitive.



When Valerie Holden, executive vice president of Champion bank in Parker, Colo., was asked how their partnership with IBT Apps' helps them stay competitive, she shared, "When we bring in staff that are used to using the larger core systems, they're surprised at IBT Apps' ease of use. Recently, we were in need of loan maintenance training for our new employees and for current employees that needed a refresher. After voicing our need to the IBT Apps' support team, they created a customized online training and we were able to get all of our employees up to date, at no fee to us. This kind of partnership, that caters to our needs, is what helps us stay competitive."

Champion Bank is a small independent community bank that stays competitive with larger banks because of its

partnership with IBT Apps. Holden also spoke on the exceptional support from the IBT Apps executives and team. "If faced with a product issue, all it takes is one phone call and we are able to connect directly to an IBT Apps support member. This ongoing support from IBT Apps is why we continue to be an extremely satisfied customer today."

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**OUR PURPOSE IS TO DEFEND  
COMMUNITY BANKERS  
FROM THE BIG-BOX VENDOR  
RESTRAINTS AND EMPOWER  
THEM THROUGH OPEN  
INTEGRATION.**

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Mark Dittman, CEO, IBT Apps, stated, "At IBT Apps, communication and adaptability to our clients' needs are core values for our business. Our purpose is to defend community bankers from the restraints big-box vendors inflict on them by overcharging and preventing them from integrating with the fintech vendors of their choice. By listening to our clients and embracing the fintech companies they need to integrate with, we lower costs and provide community bankers with the partnerships they need. We will continue to empower our clients through open integration and by building and offering ongoing training on our products at no cost to them."



**MARK DITTMAN** – CEO, IBT Apps

By providing a system that is adaptable to the needs of its clients and a partnership that is above the rest, IBT Apps continues to be a trusted core partner to community banks.

To learn more about IBT Apps and its products, visit [ibtapps.com](http://ibtapps.com) or call 512-616-1100.

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