



Mechanics Bank[®]

 Case Studies

MECHANICS BANK

www.mechanicsbank.com

THE CLIENT

In a vacant store front near the corner of 3rd and Macdonald Avenue, a small bank opened its doors in 1905. Soon after, that bank would take on a name based on its association with the workers of Richmond's two largest employers at the time, Standard Oil and the Santa Fe Railroad. Under the leadership of local businessman and banker E.M. Downer, it would not only survive the Great Depression and two world wars, but it would also grow and prosper in step with the Bay Area, serving the needs of local businesses and families. Now, more than a century later, that bank – Mechanics Bank – continues the legacy of commitment based on one man's principles of building lasting relationships, enriching local lives and local communities, driving local economic growth and exceeding client's expectations every day.

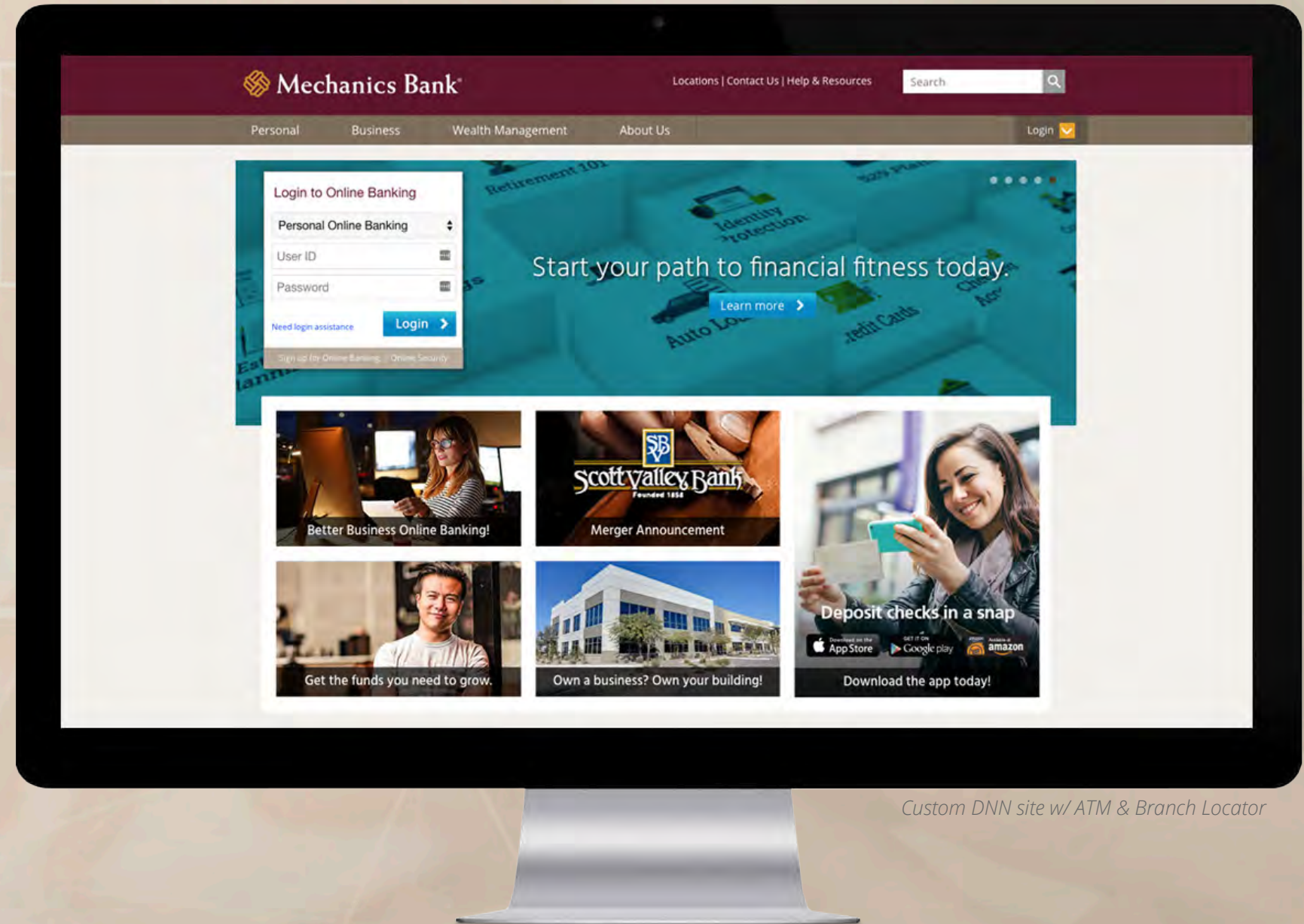
EXISTING PROBLEMS

Although their banking practices were top notch, their online banking practices weren't up to par with them. They needed a fresh and easy to use design, mobile responsive for their mobile customers, with the ability to provide mobile banking services, ATM and Branch locator, loan applications, account status, and all the banking services you'd expect to have to drive to the bank for.

OUR SOLUTIONS

Clarity started with professional design, using elements from their company's history and branding. Then a clean and powerful mega menu was constructed, making it easy to find what you're looking for. A powerful search engine, tons of information pages, clean navigation, integration with an ATM/Branch locator API, company BIOs and history and much more provide a clean mobile responsive experience for their customers.

3 MONTHS • DESIGN • INTEGRATION • CUSTOM DEV



Custom DNN site w/ ATM & Branch Locator

MECHANICS BANK <CONT.>

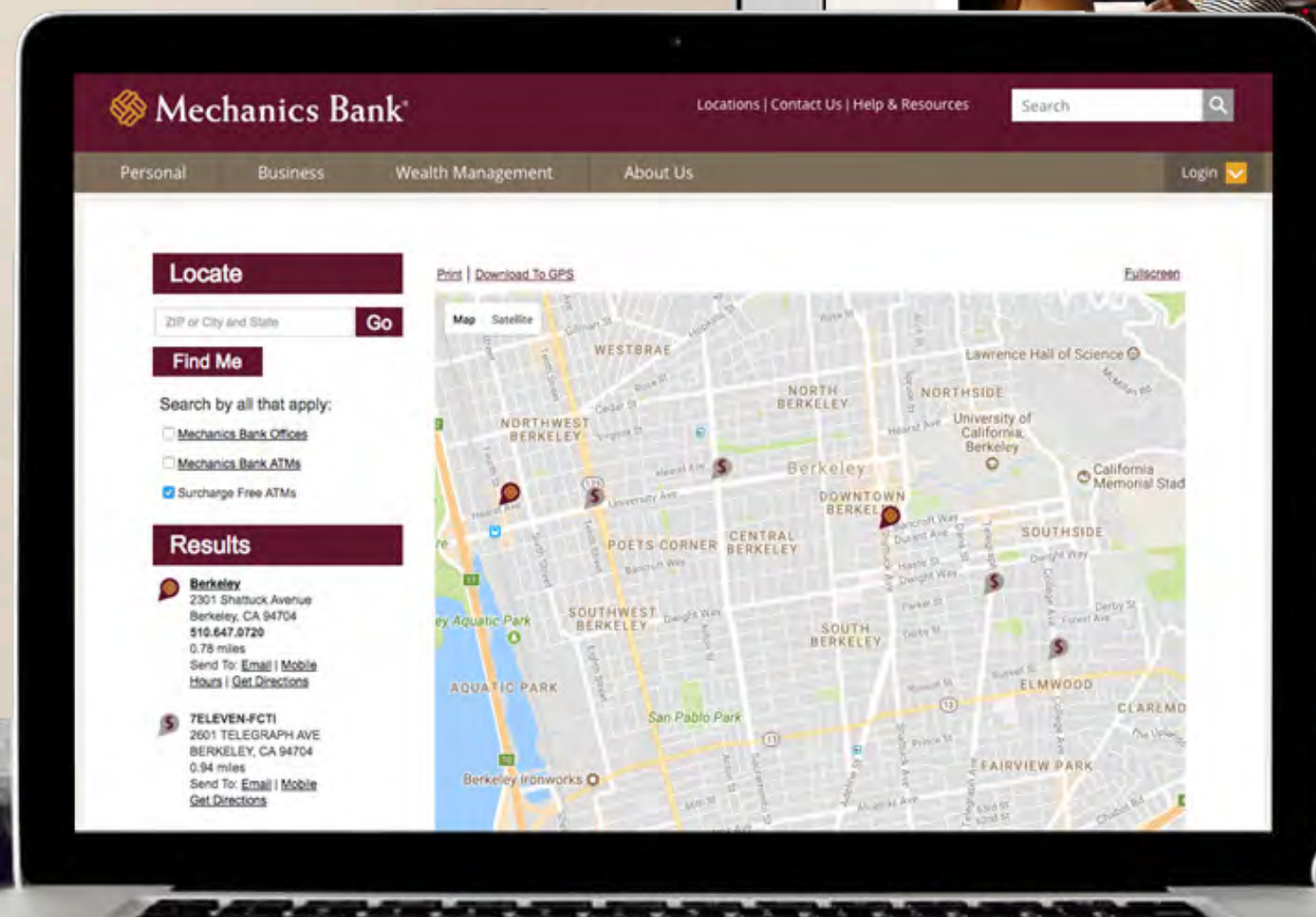
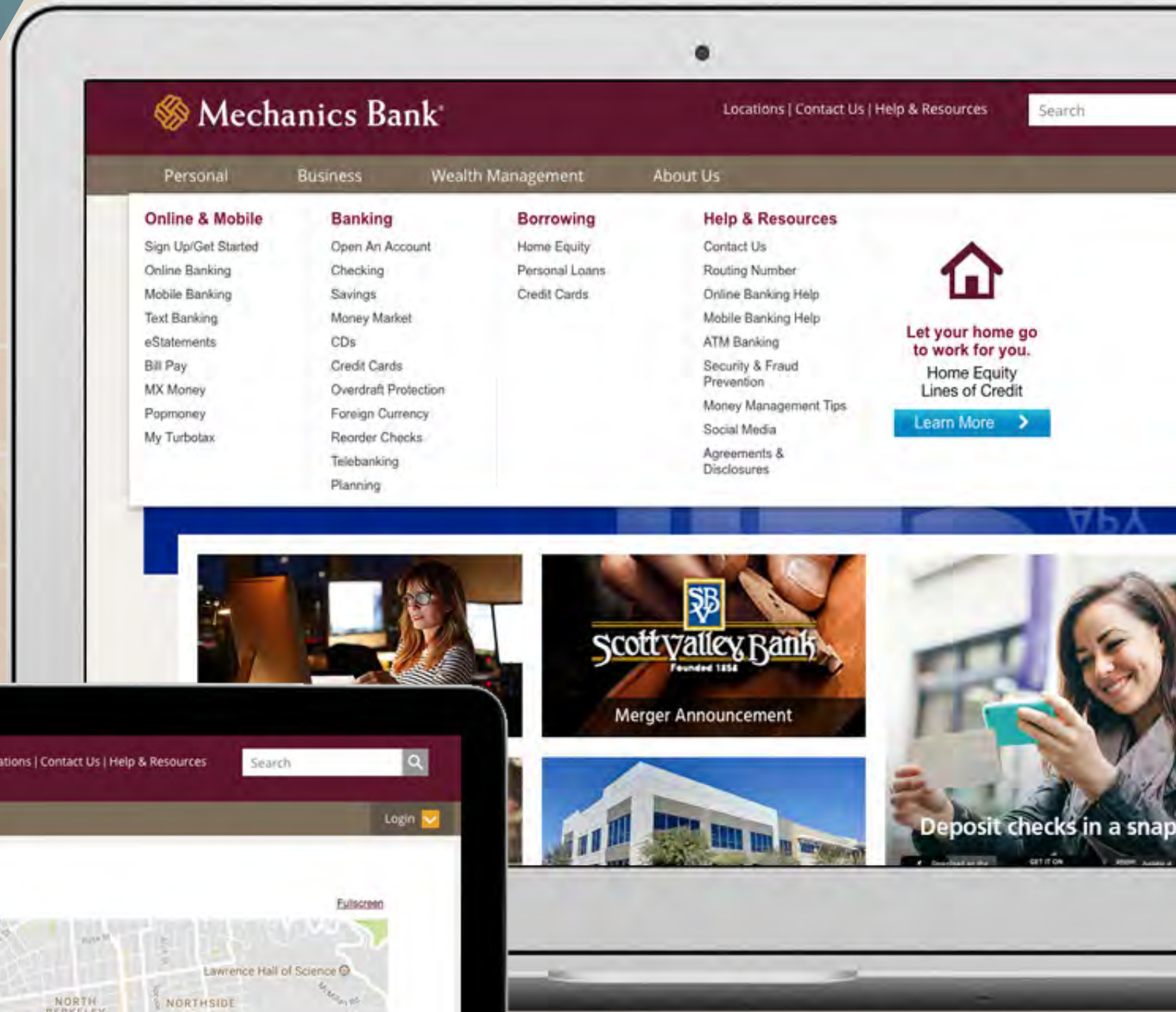
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BENEFITS

This client was in need of a targeted eCommerce solution that was HIPAA compliant, integrated with a custom international ERP system, and handled custom payment types including credit card, insurance, Medicare and Medicaid. It needed to be easy to use for their older customers, and they wanted it quickly.

TECHNOLOGIES

Clarity spun up an Agile project, with teams simultaneously working with a design company (Easel Solutions), on the front-end UI elements and on the back-office integration and eCommerce components. Working closely with the client and partner, we were able to hit their short deadline, as well as integrate with an international ERP that we'd never seen before. We created an easy-to-use interface for their visitors, which included navigation in light and dark contrasting colors, in all capital letters, product detail pages with the price and checkout button oversized and clearly marked to make the process clear for the user.



CLARITY

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