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CASE STUDY

Bank gains strong partner for for Information Security needs

Field & Main sought knowledgeable IT company experienced in best Information Security practices for community bank needs.

FIELD & MAIN BANK

In 2019, due to organizational changes, Field & Main Bank realized it needed additional Information Security and compliance expertise. But bank executives also wanted to be sure any firm they brought on understood the specific needs of a community bank.

Field & Main wanted a partner that could "help us understand the big picture items and banking things like information security, vendor management and just overall daily maintenance and operations," said Doug Lawson, President and Chief Operating Officer at Field & Main.

"We came across ImageQuest and realized that they had expertise in all of those areas," Lawson said. "We were able to work with them to get ourselves organized for growth, for the opportunity to continue to scale our bank and become more efficient, especially from our technology standpoint."

After hiring ImageQuest to do Risk Assessments, Policy Review and Maintenance, Vendor Management, and Incident Response services, Field & Main opted to add ImageQuest's virtual Chief Information Security Officer service, as well as Bank Operations consulting, IT Steering Committee consulting, Employee Security Awareness Training, AI Consulting, Business Continuity/Disaster Recovery services, and cybersecurity health checks.

"We are very fortunate in having a talented IT team in our department," said Dylan Lutz, Field & Main's Director of IT. "ImageQuest allows us to supplement that talent by giving us the IS services. So while we have people who can maintain servers and do some of the Azure services, it helps a lot to have people who are very knowledgeable and talented whenever it comes to knowing what's going on in the world, what kind of policies we need to be addressing again, what are the threat landscape looks like and how we can help best address that."

Field & Main also appreciates how ImageQuest brings expertise in community banking issues, Lawson said.

Continued

"They have a depth and breadth of knowledge that is second to none. ... I think the best way to describe it is there's an ease of doing business. They're easy to talk to, easy to get along with, they take time to listen, and understand our needs."

Doug Lawson, President and Chief Operating Officer
Field & Main Bank

"Modern Craft Banking"

Field & Main Bank is the result of a 2015 merger between Ohio Valley Financial Group and BankTrust Financial, two long-time institutions in Henderson, KY. The merger created a bank with an insurance arm, five branches in Henderson, and branches in Evansville, Ind., Cynthiana, Ky., and Lexington, Ky.
As of 2024, the bank has approximately $730 million in assets and 120 employees.

"We are growing in places we never thought we could grow before," said Doug Lawson, President and Chief Operating Officer. "From a technology standpoint, we consider ourselves to be progressive. The way we loan money, we're acting like a big bank, except we're giving a small bank flavor to it and building the communities we serve."

The name, Field & Main, reflects the bank's desire to reflect its rural roots and succeed in small cities. So the bank chose to pair "Field," which suggests a rural background, with "Main," to suggest the "center of small-town America." Field & Main seeks to build community and forge stronger relationships with its customers. On its website, Field & Main defines relationships as "a friend, a neighbor, and then a customer." It has also said that it seeks to revive "long-forgotten values" while giving customers cutting-edge tools that make for "convenient, comfortable client experiences."

IMAGEQUEST

Listen to Doug Lawson, Matthew Hunsaker, and Dylan Lutz discuss how ImageQuest helped Field & Main.





"Because they've chosen the community bank space to be a specialist in and having multiple community banks within their portfolio, that allows them to have a depth and breadth of knowledge that is second to none," Lawson said. "We don't have to educate them about community banking, about the regulatory issues. Or about how we're structured. Most vendors that come into the bank space, you find yourself educating them about those issues. (With ImageQuest,) we just went straight to our needs and we're able to tackle some of our big issues."

ImageQuest also helps Field & Main understand the costs and benefits of security measures, said CFO Matthew Hunsaker., who also serves on the Bank's IT Steering Committee.

"As a CFO, we're always asking about costs," Hunsaker said. (ImageQuest's) bills are straightforward and easy to understand." Hunsaker said ImageQuest's billing "truly helps us break down billable time in detail for each category of services provided." ImageQuest's billing also assists the Bank with budgeting and allocation of costs within departments, he said.

Field & Main also appreciates that ImageQuest brings a broader perspective to issues, Lawson said.

"By having multiple community banks as clients, they get a different view at every single visit that they make at all these different locations, different branches, different bank holding companies, different leads," Lawson said. "It really makes them a guru in the space. Having that depth and breadth of knowledge is critically important for us."

In Summary:

"As we went through the process of looking at other vendors in the technology space, ImageQuest routinely rose to the top of every decision that we were trying to make. They are a key partner with an understanding for community banks. That was really important for us, to make sure we tied ourselves to someone who understood our needs as well as the industry."

- Doug Lawson, President and COO, Field & Main Bank

"First and foremost ImageQuest is very professional. And they know banking. A lot of times there are firms that can assist banks in areas of consulting and maybe they're not bank specific. ImageQuest is tied in with banking regulators, banking peer groups and while ImageQuest is diverse and the clients they serve, banking is a major part of their client base.
That's very important to us."

- Matthew Hunsaker, CFO, Field & Main Bank

"ImageQuest has been a fantastic supplement to our IT team. The knowledge that Sammi Jo and Milton bring to our everyday certainly helps to push us forward."

- Dylan Lutz, Director of IT, Field & Main Bank

ImageQuest is your expert source for Information Security, Data Compliance, and IT Infrastructure




Sammi Jo Scott **Milton Bartley**

Why spend your time in the weeds of Information Security issues when you need to focus on what you do best? And why struggle to fill InfoSec roles when what you really need is great developers?
ImageQuest can create and maintain the Information Security foundation you need for your business while you concentrate on your key initiatives.

We offer expertise in IT infrastructure, including cloud services, cybersecurity, and AI for banks. We understand the regulatory requirements for protecting business data - including what examiners look for. And we employ cutting-edge measures to protect your business from malware and other criminal attempts to do harm.
Contact us today for a confidential conversation about the challenges you face - and take your IT worries off your plate!