



## Case Study

**Organization**  
Regions Bank

**Location**  
United States

**Industry**  
Financial Services

# Banking on Location to Serve Customers

Regions Bank is a subsidiary of Regions Financial Corporation. It is one of the largest full-service providers of consumer and commercial banking, wealth management, mortgage, and insurance products and services in the United States. The organization has \$122 billion in assets and is a member of the S&P 500 index. Regions Bank has customers across 16 states in the South and Midwest and operates approximately 1,650 banking offices and 2,000 ATMs in these areas.

## What did they do?

Using ArcGIS® software with Microsoft SQL Server and SharePoint, Regions Bank staff adopted a location-based platform to help deliver better insights and highlight opportunities without interrupting established workflows. Regions Bank now has a more in-depth understanding of the demographic and economic forces that are at work in its market. ArcGIS has driven network optimization work and helps the company target growth in attractive markets.

## Do I need this?

Supporting both internal and external customers is essential to the culture of today's successful organizations. A COTS solution like ArcGIS provides the information everyone needs without disruption, because it can be deployed on top of established business platforms. This strategy also helps reduce time to value and ensures compliance with corporate security and industry regulations.

For more information, visit [esri.com/banking](http://esri.com/banking).

"With a department of only two people, we have implemented ArcGIS on Microsoft. With this platform, we can now support our entire organization."

**Grant Mullins, Vice President**  
Spatial Intelligence and Analytics  
Regions Financial Corporation

