

The Story Behind



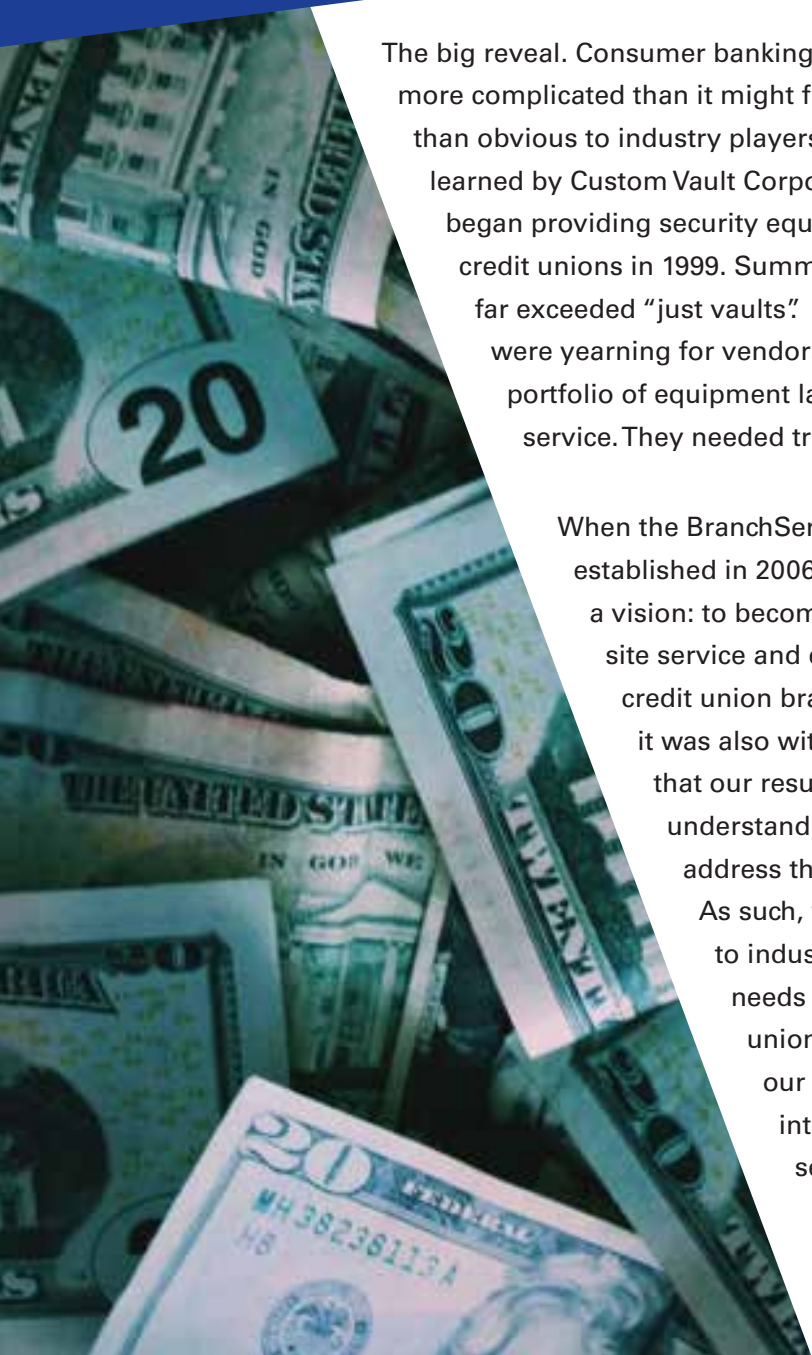
ELECTRONIC SECURITY

SERVICES



PHYSICAL SECURITY

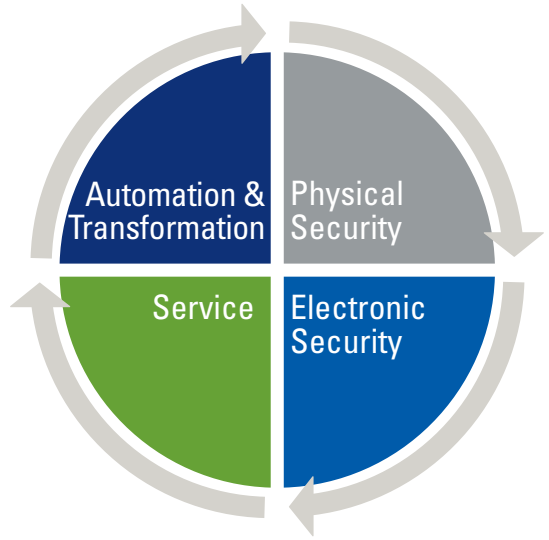
Evolution with Excellence



The big reveal. Consumer banking at the branch level is more complicated than it might first seem. This is more than obvious to industry players, and a lesson quickly learned by Custom Vault Corporation when the company began providing security equipment to banks and credit unions in 1999. Summarily, FI requirements far exceeded “just vaults.” Indeed, institutions were yearning for vendors with a comprehensive portfolio of equipment layered with responsive service. They needed true partnerships.

When the BranchServ Division was formally established in 2006, therefore, it was with a vision: to become the leading provider of site service and equipment for bank and credit union branch networks. However, it was also with the understanding that that our results hinged on our ability to understand customer challenges and address them with real solutions. As such, we evolved in response to industry shifts and the specific needs of the banks and credit unions we served; expanding our product portfolio and introducing groundbreaking service plans.

The BranchServ business is now like a table with four legs – physical security, electronics, automation and transformation - all equally essential to supporting you. Our service is what sits on top of it all; ensuring added value for our customers and a true point of differentiation in the marketplace.



For when we say SERV, what really mean is this...

S
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V

SOLUTIONS. BranchServ takes a customized approach to meeting your equipment and service needs in order to deliver a real solution and ensure that we optimize your results.

ENCOMPASSING all phases of the customer experience. BranchServ is "customer-centric". From sales to service, you are our focus. This is reflected in all of our touch points with your institution. We serve you well and with expedience.

RESPONSIVE INNOVATION. BranchServ is an 'out of the box' thinker when it comes to innovating to meet customer demands.

VALUE DELIVERY. BranchServ delivers real value for your investment, and partnering with us will save your institution both time and money.



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How do we do it? As an ESOP, BranchServ employees are invested in our success, and yours. And they are instilled with corporate values that include:

- **Executing with passion**, always maintaining the highest ethical behavior.
- **Always supporting** our customers & peers.
- **Acting with courage**, and challenging the status quo to find new ways to grow.
- **Delivering our very best** in all that we do, holding ourselves accountable for results.

As a result, BranchServ consistently delivers when it comes to: Focus, Responsiveness, Specialization, Results-Oriented, Customization, Innovation, Investment, and Fairness.

- **FOCUS.** We are focused on you and what you do, not profits and shareholders.
- **RESPONSIVENESS.** Our service metrics make us industry leaders
- **SPECIALIZATION.** Our brand agnostic approach allows us to ensure specialized solutions to serve your needs.
- **RESULTS.** We can provide you with data and case studies that support the results we promise to deliver.
- Our products and services are **CUSTOMIZED** to meet your demands.
- We leverage industry leading technology and exclusive distributorships to deliver the latest product **INNOVATIONS.**
- We **INVEST** in both our people and our process to ensure optimal results for you.
- And at BranchServ, there is **NO PLAYING FAVORITES.**

Ultimately, for brick and mortar financial institutions, BranchServ is the security/automation equipment and service provider that delivers solutions that adhere to standards, improve operational efficiency, reduce overall costs and enhance the branch experience.

We help you Put Your Best Branch Forward.

This has served both our customers and BranchServ well. In fact, our company continues to enjoy double digit growth year-on-year; driven by an expanding service footprint and an equipment portfolio that doesn't just leverage marketplace changes, but rather helps create them. **BranchServ. Be a part of our success.**



<http://www.branchserv.com>