

## Feature Overview

# Website Design

With Jack Henry, you know your FI will be up-to-date with web trends and user expectations. The struggle is real to maintain a modern website in today's ever-changing world. On top of managing security, content and hosting services, you want a website that displays your relevance. Jack Henry's exceptional design team lives and breathes the latest website interaction design friends, and when you work with us to re-imagine your site, you can expect:



### Show-Stopping Design

*Beautiful. Wow! Perfect.* We never get tired of hearing those words. They drive Jack Henry's hunger for design excellence and keep us motivated to push the boundaries of design.



### A Process Catered to You

Your FI is at the center of Jack Henry's process – it's paramount that the design team understands your market and your goals. Great communication is the hallmark of that process.



### Website Design Packages in Three Tiers:

- 1. Custom:** Maximize Jack Henry's design expertise with a framework, copy and graphics tailored to your FI's unique market needs.
- 2. Showcase+:** Begin with one of our top-performing Showcase+ frameworks and make it more robust with a library of component add-ons, ranging from small additions to entire pages.
- 3. Showcase:** Launch a beautiful site in no time with this pre-built option, customized with your FI's logo, colors, and content.

# designed to wow

Maintaining an effective online presence is hard in an ever-changing world. On top of managing security, content and hosting, you want a website that shows your relevance. Jack Henry's exceptional website design team lives and breathes the latest website interaction design trends.

When you work with Jack Henry to refresh your site, you can expect to work with designers who know the financial industry and work to understand your FI's goals, and who are experts in modern design and interaction patterns. Plus, our tiered options give you a level of customization that's right for your FI and the ease of management that comes along with a website that's part of a bigger web solution.



## Show-Stopping Design

How is it that Jack Henry clients are so enamored with the outcome of their website? It's a combination of things.

For one, our designers are *good*. They know how to communicate effectively – visually and with FIs – and they stay current on design practices (you're not going to get a new website that looks like it's three years old).

For another, everything this team does revolve around financial institutions, so you don't have to spend hours educating them on the industry. They know your world and how to be effective in it – the best ways to guide website visitors to account opening while ensuring ADA compliance. They champion the skill of relating to humans in a human way on the digital channel. Jack Henry's designers get it, and clients can tell.

That said, there are three degrees to which your FI can tap into this wellspring of talent. Read on to learn about your options.

# three tiers to choose from

## Sky's the Limit: Jack Henry Custom Website

You know your market, and you know Jack Henry has the design and content expertise to create a unique site that caters to the needs of your community. This is the tier for you. All considerations – from information architecture to content to strategic advertising – will be made, tailored to your FI and your unique offerings.

What's it like to build a custom website with Jack Henry?

### Dream Big Together

First thing's first: you and your assigned Jack Henry design team will get to know each other. You'll meet with your dedicated project team to discuss your vision for the site, game plan the features and pages and talk specifics about messaging and design – the challenges you're experiencing today, the community you're catering to and any conversion goals.

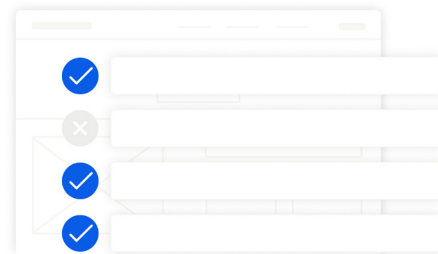
### Visions Become Reality

Once we have a plan in place, Jack Henry's fintech-focused designers and developers will bear the heavy lifting from there on-out – the careful planning of the sitemap, the visual creativity, the copywriting and the marketing plan (if you want one). All while maintaining open lines of communication, of course. We'll touch base regularly so you can see the progress of your website, and you can always call your project coordinator with questions or requests.

### Feel the Pride

When the last round of proofing and ADA compliance checking has been done, we'll launch your new website. All that's left for you to do is show it off.

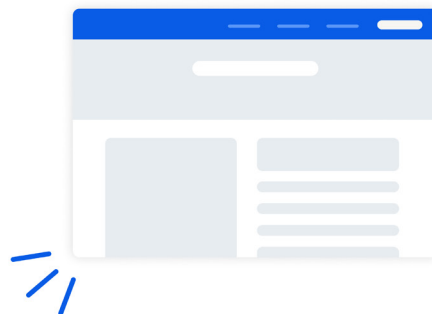
Meet with the Jack Henry team to game plan your site



Your Jack Henry team works their magic

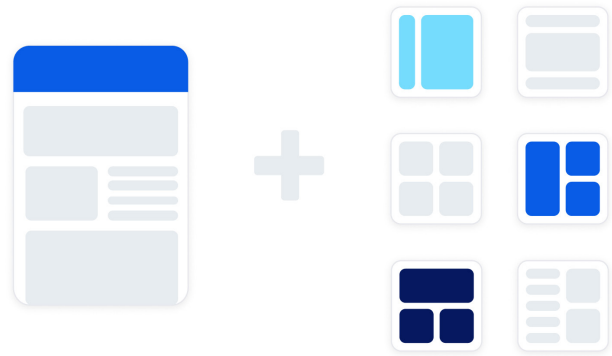


You start showing off your new website

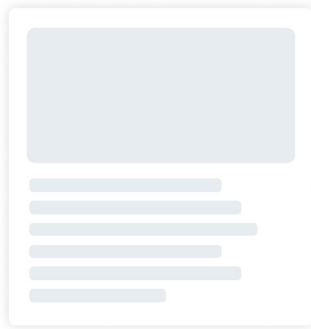


### Your Stamp on a Solid Foundation: Jack Henry Showcase+ Website

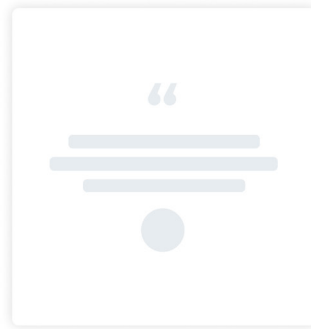
You're interested in capitalizing on Jack Henry's proven game-changing Showcase layouts, but you desire a more flexible option, and you want to keep a budget. This option is the win-win-win that lets you take what works and make it your own by consulting with Jack Henry's design team and purchasing add-on components to achieve your ideal, giving you control over features, depth of content and cost.



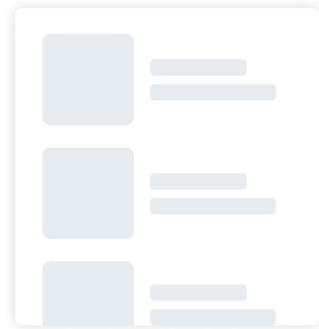
What kind of components are up for grabs? Here are some of our most popular:



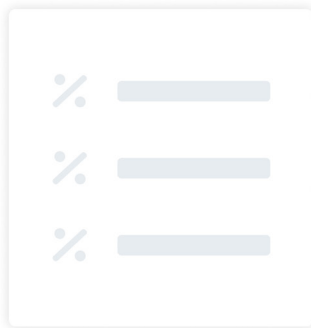
**Blog**  
Be the financial thought-leader in your community.



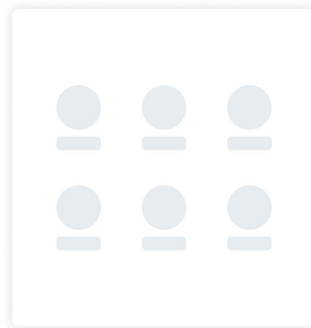
**Testimonials**  
Your current customers are also a great sales team.



**News**  
Keep your audience in the know with your latest news.



**Rates**  
Proud of your rates? Show them off on your site.



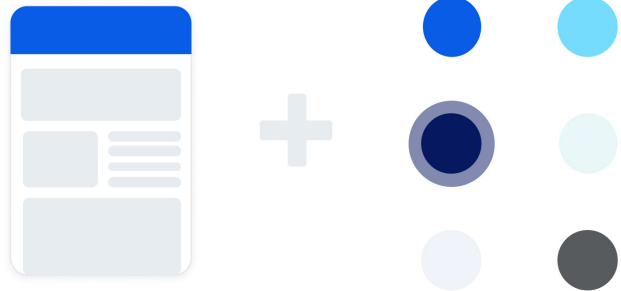
**Our Team**  
Provide a way for your people to get to you more personally.



**ATMs & Branches**  
Help accountholders locate you, wherever they are.

### Great Out of the Gate: Showcase Website

You like to know exactly what you're going to get, and you trust Jack Henry's results. Choose from six pre-built proven website themes, and we'll make it yours by adding your logo and color choices. A Showcase website is optimal if you're looking for a quick-to-market solution at a low investment cost.



### Compare Design Tiers

## choose the design option that best fits you

	Custom	Showcase+	Showcase
Logo + Color	✓	✓	✓
CMS	✓	✓	✓
ADA Compliance	✓	✓	✓
SSL	✓	✓	✓
DNS Registration	✓	✓	✓
Form Builder	✓	✓	✓
Flexible Layout	N/A	✓	
Sitemap Consultation	✓	✓	Available as add-on
Pre-designed Components	N/A	Available as add-on	
Custom Ads	✓	✓	Available as add-on
Custom Design	✓		
Custom Development	✓		

	Custom	Showcase+	Showcase
Discovery Meeting	✓		
Dedicated Team	✓	✓	
Project Management	✓		
Copywriting	Available as add-on	Available as add-on	Available as add-on

### Testimonials

## don't just take our word for it

Jack Henry's websites are enchanting our clients and the results speak for themselves. Here's what we've heard from the financial institutions we've worked with in the past:

"I shared my overall vision to our designer and expressed that no ideas were off limits. She took that to heart, delivering an amazing design! The collaboration process was seamless, the team was always easy to reach, and we continuously felt aware of what was going on."

**Kristen Wiley**  
Digital Marketing Manager, Neighborhood Credit Union

"We had an amazing experience working with the Banno project team on our website for Peapack Private Wealth Management. Our project manager and design team took the time to fully understand our brand and the core principles that drive our business. As a result, we have a beautiful, intuitive and differentiated website that gives our clients an even better experience as we work with them to build their legacy."

**Caitlin Menendez**  
Former Vice President, Peapack Private

## ready to take your website to the next level?

Let's talk about this together. [digitalexperience@jackhenry.com](mailto:digitalexperience@jackhenry.com)

For more information about Jack Henry, visit [jackhenry.com](http://jackhenry.com).