



## success story



# hp virtual classroom makes honor roll with Frost Bank

When it comes to financial services in Texas, the success of a bank is based on understanding Texans, their heritage and their strong loyalty. Frost Bank defines such success.

From its modest beginnings in 1868 as a small downtown bank in San Antonio, Frost Bank has grown into a \$9.8 billion full-service financial institution in all major Texas markets. It is the largest Texas-based bank and the only one of the top ten Texas bank holding companies to survive the financial crisis of the 1980s.

While the bank credits its success to such age-old fundamentals as knowing its customers and building genuine one-on-one relationships, it also has kept pace with today's financial services, including state-of-the-art technology, insurance

and investment banking. Training enabled Frost personnel to keep current with – and even ahead of – its customers' needs and financial trends.

Traditional training can involve costly travel and time away from job duties. Looking for innovative solutions, Frost Bank turned to its longtime IT partner, Hewlett-Packard Company, for help.

### **classroom for a new millennium**

HP suggested its Virtual Classroom Services. This is a stress-free hosting service that allows real-time, cost-effective delivery of instructor-led online training and meetings. It is ideal for highly interactive and intense training courses in which the presenter wants to retain human interaction while relying on a secure IT infrastructure.



The HP Virtual Classroom offers a virtual environment for complete end-to-end online training solutions. It is completely hosted, meaning that it does not require the purchase of any licenses and/or the installation of any software. The service was designed to satisfy the specific needs of any type of training – from in-house employee training to sales product launches to large conferences.

### **time and costs savings**

Tammy Herrera, Vice President, Staff Development at Frost Bank, explained, "The HP Virtual Classroom provides such a focused experience that we are able to deliver a class that would take us three-and-a-half hours in a traditional classroom in less than half the time! And, we can still customize content to address our

bankers' specific needs. Our personnel can stay in their own locations, but still benefit from the interaction and personal touch that this environment can provide."

#### **making the grade**

The HP Virtual Classroom is ideal for corporate training departments that are looking to train staff in a cost-effective manner as well as sales and channel training managers who want to update their resellers, customers and sales forces on new products.

Herrera concluded, "The HP Virtual Classroom has opened up an exciting new channel for our training delivery. With new features continually becoming available, HP is consistently working to offer a great product that continues to grow as our needs do."

For more information on how working with Hewlett-Packard can benefit you, contact your local HP service representative, or visit us through the Internet at our World Wide Web address:  
<http://www.hp.com>

"With the HP Virtual Classroom, our bankers get vital training information with all the benefits of an instructor-led experience, but without the travel time and costs associated with traditional training."

**Tammy Polk Herrera**  
Vice President,  
Staff Development  
Frost Bank

#### **Customer at a glance:**

company: Frost Bank

headquarters: San Antonio,  
Texas

locations: 78 financial centers  
throughout the state

phone: (800) 513-7678

URL: <http://www.frostbank.com>

**Industry**  
banking and other  
financial services

**Challenge**  
cost and time-effective  
training for personnel

**Solution**  
hp Virtual Classroom

#### **Results**

- 3½-hour classes can be completed in less than half the time
- personnel do not have to travel to training



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