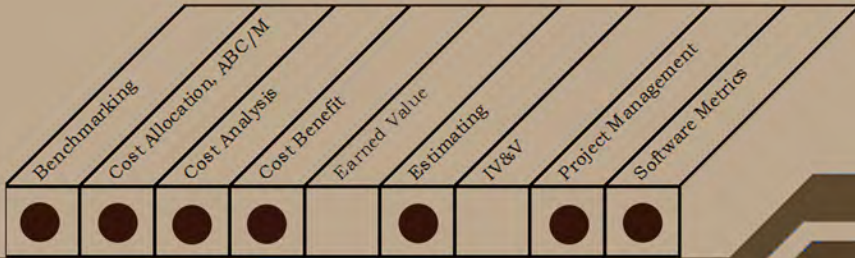




CASE STUDY: First Union Bank

First Union is the fourth largest bank holding company in the United States based on assets, the fifth largest U.S. full-service retail broker dealer based on client assets, and have the third largest deposit share nationally. First Union serves nine million households and 900,000 businesses with over four million online enrollments.



SUMMARY

Client Web URL: www.firstunion.com

Client Size: \$334 Billion, 80,000 employees

Client Market Segments: Financial Services

CLIENT PROBLEM

First Union needed an easy to use, yet accurate software cost estimating tool that they could deploy with a minimum of up-front investment.

PROPOSED SOLUTION

Deploy a tailored set of estimating processes along with configured estimating tool support.

RESULTS

First Union objectives were met, with estimates improving in accuracy by 23% and taking 75% less time to prepare. Overall the three year ROI on this deployment was better than 30 to 1.



90% of my success is change management, and 10 percent is the math. Roetzheim