

# What Leading Executives Think 2011



*ICBA Independent Banker's* January 2011 feature, "What Bankers Think," profiled leading bankers' thoughts on the key challenges and opportunities they foresee in the coming year. *ICBA Independent Banker* also thinks it is important to hear from businesses that consistently serve community banks.

The companies serving the nation's community banks work diligently to respond to challenges in the industry and strive to create new products, services and technologies to meet the needs of community banks in today's ever-changing banking marketplace. These business leaders continually seek to understand the industry trends and explore new and more efficient ways to do business.

Understanding the ways our service providers are poised to meet the needs of community banks may help you uncover new opportunities for growth. With that in mind, *ICBA* asked several top executives of leading community bank service providers to share their unique insights and perspectives. Here, learn their thoughts on the state of the community banking industry, changes influencing their category of business and how their companies' offerings could shape the way community banks do business in the coming year.

## Executive Profile:

### John H. Jones

President and CEO

## Data Center Inc.

#### ■ What changes in the marketplace will dictate growth in your category of business?

Bankers today have to be more focused on regulatory requirements and competitive service issues, not technology. Our developments in .NET architectures, cloud-based infrastructures and on-demand services bring more advanced simplicity, value and security to the bank's technology investments so they can focus on strengthening their bank and their customer relationships.

#### ■ How is your company poised to create solutions that meet the growing needs of community banks today?

We are very agile. As a privately owned company, we collaborate closely with our bank clients, and can be more personally involved, adaptable and responsive than a mega-corporation. Our agility places us at the forefront of technology with time to listen and provide personal attention to each client.

#### ■ What new products, services or technologies are your community bank customers most interested in and why?

Anything that delivers stability, simplicity, competitive value, and keeps up with sophisticated customers and the continual evolution of technology. But, technology isn't enough. They want a trustworthy partner that protects their interests and is available at a moment's notice.

#### ■ How does your community work influence your company mission?

Whatever it is, from painting school playgrounds to helping the disabled or leading the chamber of commerce, we volunteer and help our communities to improve the lives of everyone, collectively. That ideal drives our decisions as a company founded and privately owned by bankers and the personal, community relationship we share. It's not profit, acquisitions and stock market prices that matter most. Doing the right thing and creating lasting, rewarding relationships are what's important. It's what makes our DCI community also grow and thrive.



“Whether painting playgrounds, helping the disabled or assisting the chamber of commerce, we help communities to improve everyone's lives.”

#### To learn more:

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