



## SouthTrust Bank Selects Jack Henry to Fuel Growth and Innovation

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*Bank aims to grow assets with help from modern, open, and flexible technology platform*

MONETT, Mo., May 13, 2025 /PRNewswire/ -- [Jack Henry™](#) (Nasdaq: JKHY) announced today that [SouthTrust Bank](#) has selected Jack Henry to modernize its technology infrastructure, enabling the bank to differentiate, streamline operations, and more aggressively pursue growth.

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Founded in 1934, George West, Texas-based SouthTrust Bank has \$550 million in assets and eight locations spanning South Texas and Houston. Known for strong community ties and long-term customer relationships, the bank has expanded its presence in Houston over the past decade by adapting to the city's dynamic business environment. The bank has also developed services to meet niche market needs, including a successful mortgage lending program for foreign nationals.

By choosing Jack Henry, SouthTrust Bank is able to better serve its growing customer base, boost efficiency, and do more with existing resources. Jack Henry's core processing system will eliminate manual tasks, streamline workflows, and support smooth integration with third-party fintechs. Customer-facing products like the Jack Henry Digital Platform will refresh the bank's digital presence, while new offerings like Zelle®, Apple Pay, and instant debit card issuance will bring in-demand capabilities that will attract customers to the bank as a primary financial center.

"We chose Jack Henry because they provide the customer support, flexibility, and openness we need to meet the evolving needs of both our retail and commercial clients," said Steve Jackson, President & CEO of SouthTrust Bank. "Their modern capabilities will help us communicate more effectively with customers, integrate more easily with the third-party providers we rely on, and better compete in a fast-paced market. With Jack Henry's full-stack capabilities and open integrations, we're able to roll out long-desired products that had been cost-prohibitive until now."

SouthTrust Bank remains focused on geographic expansion and organic growth while exploring niches where it can leverage competitive advantages in its communities. The bank aims to reach \$2 billion in assets over the next decade. "For a community bank like ours, having a technology provider that shares our vision for the future is essential," Jackson added. "Jack Henry has a long-standing industry reputation for consistency and innovation; we're confident they will help power the next phase of our growth."

"Community banks like SouthTrust Bank need innovative and accessible tools to differentiate, meet customer demands, and compete effectively," said Jonathan Baltzell, President of Bank Solutions at Jack Henry. "Jack Henry's technology removes barriers to innovation that are related to costs, personnel, or limited access to timely customer support. We are empowering them to deliver modern and user-friendly banking experiences to their communities."

### **About Jack Henry & Associates, Inc.®**

Jack Henry™ (Nasdaq: JKHY) is a well-rounded financial technology company that strengthens connections between financial institutions and the people and businesses they serve. We are an S&P 500 company that prioritizes openness, collaboration, and user centricity – offering banks and credit unions a vibrant ecosystem of internally developed modern capabilities as well as the ability to integrate with leading fintechs. For more than 48 years, Jack Henry has provided technology solutions to enable clients to innovate faster, strategically differentiate, and successfully compete while serving the evolving needs of their accountholders. We empower approximately 7,500 clients with people-inspired innovation, personal service, and insight-driven solutions that help reduce the barriers to financial health. Additional information is available at [www.jackhenry.com](http://www.jackhenry.com).

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