



Walking The Talk

Preparing The Network For Pinnacle Financial Partners' Continued Growth

Pinnacle Financial Partners

(Pinnacle), the largest Nashville-based financial services firm, opened its first office in October 2000 in Commerce Center downtown. Since then, Pinnacle has added offices in Rivergate, Brentwood, Green Hills and the Cool Springs area of Williamson County. Pinnacle recently announced it will open an office at 2300 West End Ave. in Nashville in 2004 and is in the site selection process for a seventh office, to be located in Williamson County.

Pinnacle provides a full range of banking, investment and insurance products and services targeted at small- to mid-size businesses and their owners/operators.

Alliance Communications

Management (Alliance) is the industry leader in outsourced telecommunications management services. Alliance offers a suite of management services that includes network design, carrier selection and management, issue resolution, bill auditing and consolidation, and consulting services for both voice and data services. Alliance's clients are mid-sized, multi-location businesses who lack the internal resources to manage telecommunications in the current environment.

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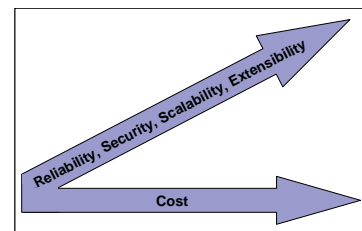


With continued success in reaching their business objectives, Pinnacle Financial Partners (Pinnacle) has demonstrated their ability to build and manage a world-class community bank to their customers and the banking community. As a result of that continued growth and customer focus, Hugh Queener, Pinnacle's executive vice president and chief administrative officer, recognized the need to invest additional resources in their voice and data network.

Pinnacle engaged Alliance Communications Management (Alliance) to provide an objective assessment of their situation. After analyzing the current structure, Alliance developed a plan that addressed the priorities provided by Queener's team (reliability & service, security, scalability, extensibility, and cost control). Since that time, Alliance has worked with Pinnacle to implement the new network configuration and to serve as Pinnacle's outsourced telecommunications department.

Since initiating the partnership, Pinnacle and Alliance have successfully transformed the network. Pinnacle's new infrastructure now boasts some impressive enhancements:

- Fully meshed & integrated network with Service Level Agreements (SLAs) and disaster recovery plan in force
- Robust security structure for intrusion prevention & network management
- Increased bandwidth for both voice & data at all sites
- With addition of 1 new branch and enhanced services, recurring and usage cost have not increased from prior levels
- 75% faster resolution of service issues compared to industry
- Integrated cost management processes to manage cost (14% of total invoice amounts have been disputed and resolved)



"Pinnacle's upgraded infrastructure and support service enables our continuous pursuit of providing superior customer service while positioning us for sustained growth," Queener states. "Even with all the improvements and the addition of a new branch, our telecommunications costs have remained flat."