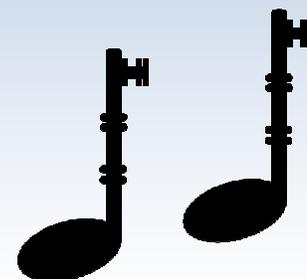


KeyNotes



Corelation Brings First Client Live on KeyStone

On Monday, June 6, 2011, just like on any other Monday in the history of Harbor Federal Credit Union in Carson, CA, the doors opened and members filed in, managing their finances and chatting with their familiar tellers and membership service representatives. Except this Monday, unbeknownst to the members, the credit union was taking a huge step forward as they became the first live client of Corelation, Inc, the newest credit union core processing vendor. Corelation's new KeyStone platform will be put to the test in the coming months, but after more than six years of development by a team of programmers renowned across the industry, on this opening day the pioneering institution carried an air of excitement and anticipation for the system's potential. Of particular note was the enthusiasm and confidence expressed by Harbor's CEO, Tina Fugelsang.

"We've literally watched the system be built in front of our eyes," said Fugelsang, "so we know what it's capable of. What's great is that we're just seeing the tip of the iceberg for what KeyStone can do. This is a great day in the history of our credit union."

Fugelsang and her staff did indeed bear witness to the construction of this first system, and even had a hand in helping to design some of the user interface and screen layouts. Over the course of 2011, Corelation has worked hand-in-hand with every employee of the credit union in a blend of training and collaboration for development, both to meet their current needs and to plan for the future. The resulting familiarity and trust yielded immediate dividends at the time of conversion, as the first day live saw concerted effort and cohesion between the organizations, assisting members and working out any issues as they arose.

That positive energy is music to the ears of Corelation's President, Theresa Benavidez. "The trust and patience Tina and Harbor's staff have given us has been invaluable as we progressed to this day, and now that it's here we are so proud and excited by how well it has gone. This is a moment our company will never forget."

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Tina Fugelsang, CEO of Harbor FCU



A Note From the Editor

For those who await this newsletter with great anticipation each quarter, I must offer my sincere apologies for having skipped our Quarter 2 issue. As you can see in these pages, we've been more than a little busy. That said, with our first conversion successfully under our belts, I expect we'll not miss another opportunity to keep you informed of our progress.

These past few months have been exceptionally exciting for us all, and for me especially. To have played a role in my first conversion is a professional milestone I won't soon forget, and to have done so under the tutelage of this team of experts has been an honor. I'd just like to take this small space to extend my great thanks and admiration to my fellow "Corelatives" and to the wonderful staff at Harbor FCU, and especially to their fearless leader, Tina Fugelsang. It has been a wild and wonderful ride, and it's only the beginning.

As always, if you have any comments or questions regarding the newsletter, please feel free to email me at rlandis@corelationinc.com. - Rob Landis, Director of Educational Services

KeyStone Rollout, Continued

The system itself performed quite admirably in its first real test, easily keeping pace with the surge of members eager to actively check on and manipulate their money. Harbor FCU took the bold step of converting not only their core processor, but their home banking and audio response providers as well. With so much of the member-facing technology and support being affected, quite a throng of members descended upon the credit union that bright Monday morning to assess the results of these changes. But from the early moment when the CO-OP ATM integration came online until the doors were closed, members were served efficiently and happily.

"To watch as the Harbor staff put their training to immediate and repeated good use was very satisfying, and I was so impressed to see the personal care and attention they provided to each and every member, even when the morning and afternoon rushes reached their peaks," said Rob Landis, Corelation's Director of Educational Services. "These users were well-prepared and that showed through when they were put to the test on Day 1."

Corelation's Product Manager, David Stewart, concurred. "The coordination of this project was quite a challenge given its scope, so watching it all come together so well was really special. And to be honest, a lot of fun too!"

*"This is a moment our company will never forget."
- Theresa Benavidez, President of Corelation, Inc.*

Even John Landis, the Founder and Principal Architect of Corelation, was excited. "It has taken a tremendous amount of hard work to get to this point, but there is so much more the team we've put together can do. I'm so happy with the success of this first conversion, but to be honest I'm anxious to get back to the drawing board and push this system even further."

The Corelation team will indeed continue to push KeyStone to new heights, as the first client to sign with Corelation - Cabrillo Credit Union of San Diego - will convert in September, to be followed by Oregon Pioneer FCU of Portland in October. With the motivation from an initial rollout and with a combination of ability and desire on their side, the future looks very exciting for this young company and its clients.

But on Monday, June 6, 2011, that future would have to wait. From the moment the doors opened until the last user had balanced for the night, the combined staffs of Corelation and Harbor worked hard to speak with every member and meet every need. By the end of it all, feet were barking, voices were hoarse, and facial muscles were sore from smiling to members all day. And yet, as employees of both organizations filed out to their cars and hotel rooms, they still walked with a spring in their step, and they animatedly recounted the excitement from their day, and there were broad smiles all around. Because despite the fatigue, mental and physical, they all knew that they had been a part of something special that day - the beginning for a system, for a company, and for a devoted partnership.

Conversion Brings Service Providers Together

When Tina Fugelsang, CEO of Harbor Federal Credit Union, began to contemplate a change in core providers, one of her main goals was to improve her credit union's overall member service. She sought a wholesale upgrade to how members could interact with their financial institution, from in-branch management of their shares and loans to out-of-branch functions and services. To reach that goal, she settled on a three-pronged conversion: Corelation would convert her core at the same time as TeleVoice enhanced her audio response and PM Systems upgraded her home and mobile banking platform. With that decision, the three organizations began to work together to provide Harbor with the comprehensive member service package they'd been dreaming of.

Corelation believes in truly open architecture and flexibility of integration, allowing CEOs like Fugelsang to pick out the very best combination of providers to meet their specific needs. That does not mean, however, that compatibility with an industry full of third parties is as easy as connecting a pair of aligned jigsaw puzzle pieces. Indeed, like a puzzle, the construction of real integration takes careful planning and coordination to build just the right fit between the software.

The real challenge for PM Systems and TeleVoice was to harness the horsepower and flexibility of the KeyBridge Application Programming Interface (API) in order to meet the new specifications brought to the table by the core. In particular, the companies' programmers had to wrap their minds and their software around the member-centric concept, in which members can access all their related accounts through one login.

As Brian Orta, Account Executive for PM Systems, recalls, "Since the credit union industry has always operated on the narrow focus of the member number, we found ourselves questioning everything we traditionally took for granted while developing an interface. The Corelation team was always available to answer questions or jump on a conference call to help us sort through any challenges we encountered."

That cohesion between all three organizations paid immense dividends when it was time to go live. The collegiality built over months of collaboration yielded tremendous results for Harbor and its members. "In truth, the smoothness of the conversion was simply a reflection of all the work and testing that was done beforehand," said Greg St. Denis, VP of Technical Services for TeleVoice. "It was a true partnership, and having that level of support really made things easy."

Partnerships like these are the future for credit unions, as they will provide an unprecedented level of opportunity and control over third party vendors to CEOs, allowing them to make the same decisions about what works for their membership as Fugelsang did for Harbor.



About Corelation, Inc.

Based in San Diego, CA, Corelation is the innovative new core processor for today's credit union. This solution is a person-centric system that empowers credit unions to offer the best member service possible, enhancing their value for member attraction and retention. In terms of industry experience, Corelation's staff have dedicated their careers to creating core systems and providing unparalleled client service.

Corelation got its start when principal architect John Landis attempted to retire from the industry after 25 years. However, his passion for the creation of efficient software never left him, and the emergence of new technologies that would allow ever more elegant solutions to be designed represented an irresistible challenge. Over five years of research and development, KeyStone was molded and enhanced into its current form, and the Corelation team was assembled from some of the finest minds in the industry.

For more information on Corelation, Inc, please visit our website at www.corelationinc.com.





Corelation, Inc.

2878 Camino Del Rio South, Suite 315
 San Diego, CA 92108
 619-876-5074
info@corelationinc.com

Reputation, Relationship, Results

Find us on the Web:
www.corelationinc.com



A Note From the President

One down and many more to go! We are so proud here at Corelation to have succeeded in our inaugural conversion effort, not just for the company's sake, but as a payoff for all the hard work we've put in to make it happen. It's a wonderful feeling to know that something you've invested your time, energy, and passion to is out there in the world producing as it was designed to. It's just as wonderful to be able to share in that sense of satisfaction with a group of people who gave every bit as much as you did to see the positive end result. To face and surmount this challenge with each other, with everyone pulling in the same direction and with the same purpose: that truly made Corelation into a team.

Of course, we've been growing together as a team from the beginning. You may have even noticed the phrase before – in these pages, in other press releases, and in interactions with prospects and vendors. This company fosters an atmosphere of teamwork and shared effort in many ways, because we believe that by bringing in the most talented, dedicated professionals we can and letting them collaborate, our whole will end up greater than the sum of our parts.

This culture begins with our daily interactions around the office. There are no closed office doors, no strict hierarchy to keep departments separated or communication limited to defined channels. Our staff spends its days interacting at each other's desks, bouncing ideas off one another, working in tandem to find the very best solution to each issue we face. We trust each other to give our best every day, and every hurdle cleared builds that trust a little more.

A wonderful result of this collaboration is that we have grown to genuinely enjoy each other's company and form personal connections that extend outside the office walls. We take real interest in one another's lives, and share in our highs and lows. We have celebrated birthdays and weddings, and are so excited to welcome our first baby to the Corelation family soon. We have also come together to grieve when we've lost loved ones, which in some ways has been even more powerful.

But you may ask, why devote this time and energy to each other; what benefits does it create for our clients and our product? The answer was on display right there at Harbor FCU, and will be at every one of our conversions in the future. With all we had invested into our company, our product, and each other, we knew that there was no challenge we couldn't overcome, no pitfall so deep we couldn't recover. Every step of preparation was taken together, with positivity and enthusiasm. As we opened the doors on Monday, June 6, and as all those members that came filing in to transact on KeyStone for the first time, we weren't worried or even scared; we were excited, and we were confident that no matter what issues arose, we'd pull through. Because we knew that we would do it as a team.

Thank you for your support of this team as we take on even bigger challenges.

Sincerely,

A handwritten signature in cursive script that reads "Theresa".

Theresa Benavidez
 President, Corelation, Inc.