



newsrelease

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Sterling-Van Dyke Moves 'Forward' with Corelation's Core

SAN DIEGO - March 25, 2014 - "There is no need to purchase a platform that has old architecture in this day and age. It would be like purchasing a 2014 Ford Fusion that has a crank start motor and rumble seat." It was that discerning statement from Sterling-Van Dyke Credit Union's President/CEO Joseph Hallman that led his credit union to choose Corelation's KeyStone as its new core processing system. Sterling-Van Dyke (\$98 million; 4,682 members; Sterling Heights, MI) plans to convert to KeyStone in Q4 2014.

According to Hallman, the inability to expand product lines and aging technology were a couple reasons Sterling-Van Dyke decided to look for a new core processor. The credit union was behind in technology, so certain benefits that could improve efficiencies for its staff and increase benefits for members was not within reach. Basic services such as overdraft privilege and payment protection have not been offered to current members. A change had to be made to remain relevant.

"We need to add more and we simply cannot do it with the current technology," he says. "Corelation was the only core software that could offer modern technology to move our credit union forward."

Many core providers are built on old architecture, Hallman adds, as he anticipates changes would then have to be made in a 5-to-7-year period. "We don't want to go through a core conversion and then have to go through a major software enhancement," he says. "So our goal was to find a solution that could move the credit union from 1990 to 2020 - and we did with Corelation."

About Corelation, Inc.

Based in San Diego, CA, Corelation is the innovative new core processor for today's credit union. This solution is a member-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 has dedicated their careers to creating core systems and providing unparalleled client service. For more information, visit www.corelationinc.com.

