



## newsrelease

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### **Corelation Creates a Truly Member-Centric Core Solution**

**SAN DIEGO – August 20, 2009** – Corelation Inc. ([www.corelationinc.com](http://www.corelationinc.com)), a member-centric core processing developer for the credit union industry, has officially launched its company as of August 20, 2009, by hosting a pre-screening event for a select number of credit union professionals. This group was invited to see and provide feedback for the new solution. This new core processing system has been called a “breath of fresh technology air” for today’s credit unions. Corelation’s system will be ready for distribution in early 2010.

John Landis, CEO, and Theresa Benavidez, President, who both have ample experience providing leading credit union technology solutions and client support services, created Corelation because they believed the industry needed a fresh solution, a system designed with today’s technology to meet today’s credit union needs. Corelation is Landis’ third core processing solution he’s architected; the other two systems are still being sold and used today.

“Credit unions today are under tremendous pressure to perform and compete, and they want the right tools,” Landis states. “Today’s technology is exciting, and I wanted to craft a brand new product for this industry that we deeply care about using this technology. It was an irresistible challenge.”

#### **Some of Corelation’s system highlights include:**

- Developed in C++, SQL, Java, and JavaScript with XML and Ajax
- XML based real-time API for third parties supporting all application functions
- Entire member relationship displayed in one place
- Transaction history integrates file maintenance and monetary activity into one view
- Simultaneous access to any number of work areas
- Virtually unlimited number of share and loan types, collateral types and purposes, branches, etc.
- Single back-end transaction posting engine for all activity (teller, online, batch, etc) provides consistency and rapid enhancement
- Multi-threaded design posts many transactions simultaneously - including within single batch jobs - taking full advantage of multi-core computers

Benavidez, who has worked for some of the industry’s top core processors, has spent her entire career working directly with clients. Her primary focus has always been in the areas of client service and product delivery/installation.



“Supporting our clients will always be our highest priority because they depend on us to be there for them as well as for their members,” Benavidez says. “We will provide them with a product to enable their success. We will deliver quality software solutions and, while achieving this task, we will always listen to what our clients are asking of us so we can provide them with the best service possible.”

Jeff Dent, who is Director of User Interface Development, is responsible for Corelation’s interface. Dent has spent more than a decade developing user interface software for credit unions nationwide.

“I have worked to develop an interface that is intuitive and easy to use,” he says. “We are providing our clients with a solution that was designed by using the latest in browser-based technologies. Without the strength of our core platform, these new technologies would be very difficult to deploy. The overall look and feel of our system is, well ... awesome.”

Rounding out the Corelation staff are Robert Landis, Director of Educational Services and Michael Kremer, Sales Executive. Their experience in training and sales, respectively, will smooth the company’s introduction to the market and foster strong ties with the credit union industry.

The software from Corelation has been written from the ground up. The Corelation team started from a clean slate, leveraging its more than 100 years combined credit union system development expertise to bring credit unions a truly member-centric system - focusing on the member as an individual instead of a number.

“We sincerely believe that this industry needs what we bring to the table,” Benavidez explains. “We bring the fundamental beliefs and values that are at the very foundation from which this industry was built. Mutual trust and respect are the keys to a successful relationship, and we believe Corelation exemplifies these positive attributes.

“We are very appreciative of the industry professionals who took time from their schedules to preview our system. Their feedback has been tremendous, as we can implement their suggestions for the benefit of our future clients,” she adds. “We look forward to many, many years of helping credit unions better serve their members with truly elegant technology solutions and compassionate, proactive client service.”

## **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.

