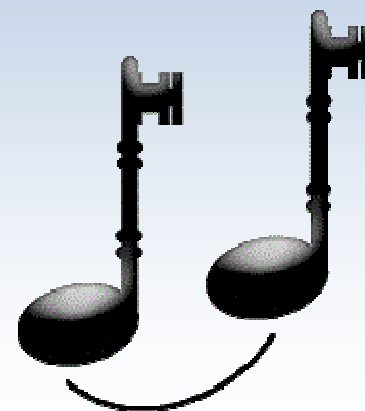# KeyNotes

Early Adopters Enhance KeyStone Development

SAN DIEGO - We hope that by now the credit union industry has heard of the wonderful developments of March, 2010: Corelation, Inc. signed its first two clients to the KeyStone core processing platform. Cabrillo Credit Union ($193 million; 22,576 members; San Diego, CA) and Harbor Federal Credit Union ($84 million; 11,009 members; Carson, CA) have decided to convert to the new system in early 2011. Corelation is ecstatic to bring its new core software to the market, and these two early adopters are already proving to be tremendous allies in making sure the solution is as efficient, capable, and user-friendly as possible.

The addition of Cabrillo CU as Corelation's first client is especially poignant, as the two organizations share a special trust based on the history of their respective leaders. Robin Lentz, CEO of Cabrillo CU for the past 30 years, was the original adopter of the Symitar platform in 1985. That system was written by Corelation Founder John Landis, and her conversion was managed by Corelation President Theresa Benavidez. Her trust in the abilities and commitment of the Corelation team – and especially Landis and Benavidez – led her to first examine KeyStone.

"It's exciting to get in on the ground floor again," said Lentz. "When we went first with Symitar we had a lot of opportunity to give input into the creation of the system, and now we have that again."

That input has proven to be a boon for Corelation as the system continues to be refined. As principal architect Landis puts it, "The goal has always been to create the most efficient software on the market – a core system that satisfies all the needs of today's credit union environment. And for all of our combined experience with industry software, there is still no substitute for the experience of credit union staff

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who serve their members every day. Their suggestions have already taken my vision further than I could have imagined."

While Lentz sought out Corelation based on her positive experiences with its team of developers and business staff, Harbor CEO Tina Fugelsang was impressed with the company upon first introduction. In her words, "We heard about Corelation and checked them out at a recent conference. We really liked its open system because it allows us to interact with any vendor out there."

Beyond the platform's flexibility and open development languages, Fugelsang was attracted to the user-friendly interface that reflects users' experience with internet browsers. By utilizing a system of tabs, KeyStone allows unlimited work areas to be open simultaneously, taking advantage of a user's natural ability and proclivity to multitask.

As Cabrillo CU and Harbor FCU have become more familiar with KeyStone through meetings and demonstrations, their staff members have been invited to provide feedback to the Corelation team about what they'd like to see

> *There is no substitute for the experience of credit union staff who serve their members every day.*

in a "perfect" system. A number of these enhancements have been implemented immediately and have improved KeyStone dramatically. Input has ranged from the most fundamental operational needs to the look and feel of the user interface. A suggestion from one IT Manager led to more streamlined queuing of batch jobs, while a Teller Manager's comment led to a candle-lit reminder for staff of members' birthdays.

"It has been so much fun to be able to design this system from scratch given all the new development capabilities," said Benavidez. "We've acted on hundreds of good ideas along the way, and opening ourselves to input from credit unions has added many more. The collaborative effort keeps everyone at Corelation excited and motivated to bring the very best product to market possible, and to receive input from the people on the front lines of credit union activity makes sure the design meets and exceeds the needs of members and staff alike."

Working together with clients to create an ideal situation comes naturally for a team that has been founded on the idea that relationships are essential to build success in this industry. As Lentz put it in a recent interview, "I've known John [Landis] and Theresa [Benavidez] for 25 years, and I have a lot of confidence in them." Such confidence is born of a commitment to communication that started the moment each organization chose to form a partnership. In that sense, collaboration on aspects of system design promises to be merely the first step of a long and beneficial bond between Corelation and its first two clients.

Robin Lentz - CEO, Cabrillo CU

Tina Fugelsang - CEO, Harbor FCU

A Note From the Editor

With the second quarter of this year came the signing of our first clients, and with that came an outpouring of support for our company. I'd like to personally thank each and every person who took the time to congratulate our initial sales and our efforts to introduce the next generation of core processing software.

I am impressed each day by the collegiality displayed within the credit union industry – between business partners and competitors, between vendors and financial institutions, and always between people with respect for the power and potential of the credit union movement.

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

Bridging the Vendor Gap

SAN DIEGO – Home banking. Audio response. Statements and notices. Card services. Lending applications. Collections. The list of products and services goes on and on, and within each category there exist dozens of options. Vendors are separated by price points, services rendered, support offered, and licensing models. A credit union executive's job can be complicated, allocating resources to implement effective products for their members' needs, all while piloting the murky waters of industry relationships, rivalries, and allegiances. While this bevy of vendor options – and the intricate corporate relationships they represent – is a fact of business not soon to expire, there is an alternative. The path to a more straightforward means of conducting business crosses the KeyBridge.

Corelation has developed the KeyBridge Application Programming Interface (API) that allows vendors full access to the KeyStone application, restricted only by the credit union's privilege control. The interface is the same as that which is used by the User Interface to communicate with the Core Application – literally anything and everything a user can do at their terminal can be done by a vendor remotely. The design of this product may seem intuitive, but its simplicity provides a powerful tool for a credit union navigating the wide array of vendor choices available.

By opening the KeyStone application to any vendor in the marketplace, Corelation intends to unlock many of the doors that have been closed to credit unions by proprietary systems. We believe that we represent the finest in core technology, but as the KeyStone name suggests, we know that we are but one part of a unique group of necessary components for a successful credit union to function. Each credit union deserves the power to choose for itself which vendors to utilize to best serve its specific member population. While we provide many products for our clients – including a Collections Package, Loan Application, and New Account Workflow – we understand that the market may provide opportunities that better serve a particular client, and we will not stand in the way of that partner's success.

KeyBridge is open and flexible. It is written in industry-standard programming languages in order to assure its ability to seamlessly integrate with any vendor. It can be strictly controlled through exhaustive privileges to allow specific access to any function on the system. It is the path to a suite of products carefully tailored to a particular membership's needs. Quite simply, this key unlocks every opportunity the credit union industry can provide.

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.

A Note From the President

Corelation's emergence has truly begun! We are so very excited to have signed our first two clients, and want to thank Cabrillo CU and Harbor FCU for their trust in our ability to deliver the best core product on the market. As this issue's lead article describes, the involvement of these early clients has been wonderful for our software design and development. What the article may have skipped, however, is the tremendous effects the signing of these clients will have on the very makeup of our company.

We anticipate that, like with the release of any new product, KeyStone will attract its share of early adopters like our first clients – drawn to the opportunity to get in on the ground floor, provide input, and reap the financial rewards of breaking the system in. If form holds to historical standards, these early adopters may be followed by credit unions who quickly realize the availability of a superior product, and we intend to be prepared for them. Plans are already underway to take the next step in building this innovative young vendor into an industry leader in the areas of staffing, space, and infrastructure.

Our current staff is experienced, dedicated, and impressive in its diligence and work quality. It is also undermanned if asked to support our clients with the level of service to which we hold ourselves, all while continuing to develop innovative solutions to credit union needs. Fortunately, we are looking forward to leveraging our experience working throughout this industry to find the very best minds available to join our team. The excitement of cultivating a new system and a new corporate culture from scratch is sure to captivate the imaginations of people like ourselves – those with commitment to service, with integrity, and with enthusiasm for the job.

In the same vein of growth and progress, we are excited to be expanding our physical plant as well. Hewlett-Packard started in a garage in Palo Alto, and our humble beginnings can be found in a former dentist's office in San Diego. However, the search for a workspace capable of handling our projected growth is well underway, and we will call a larger, technology-oriented office in San Diego our home by the end of the summer.

Similarly, we are upgrading our internal technology to handle the demands of a larger business. Between improving our email services and coordination, installing a more intricate phone and voicemail service, and creating a client-accessible SharePoint® site, our company will possess the infrastructure to grow quickly and efficiently.

2010 will prove to be a crucial and formative year for Corelation. Our system development promises to be matched only by our business development as we position ourselves as a top core provider for decades to come.

Sincerely,

Theresa Benavidez,
President
Corelation, Inc.

Corelation, Inc.

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Reputation, Relationship, Results

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