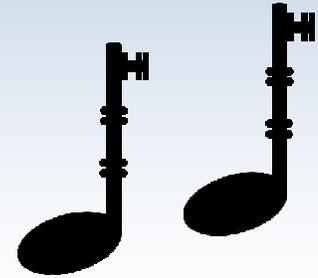# **Key**Notes

Harnessing the Power of Your Own Database

Corelation was founded with the goal of providing an easier, more efficient way for credit unions to conduct their business than has ever existed in the marketplace before. With that goal in mind, we have chosen to embed a Reporting and Dashboarding tool that removes the complexity from the process of reporting: Jaspersoft.

The range of applications for this software is diverse, but always simple to learn and use. Information can be organized into recurring reports, ad hoc reports, or even real-time data displays called dashboards that remain available to system users throughout the day. Jaspersoft makes the creation of these reports and dashboards as simple as dragging and dropping desired data sets onto a canvas, then arranging them however the user prefers, from tables to crosstabs to any type of chart – bar, pie, line, etc. The drag-and-drop report designer enables users to quickly develop professional-looking reports and dashboards that previously would have required specialized programming knowledge.

The advantage provided by this next-generation reporting tool for credit unions has the potential to create real financial rewards, especially when it comes hand-in-hand with the benefits of KeyStone's architecture. Users can quickly and easily review the substantial data stored in KeyStone's integrated history to discern membership patterns obfuscated by the account-centric architecture of legacy systems. By pinpointing common patterns, under-utilized services, and cross-sell opportunities, a credit union can harness the power of their own database more efficiently than ever before, leading to more extensive relationships with members and targeted product and service campaigns.

While the user-friendly interface and powerful research capabilities set Jaspersoft apart from alternatives, the highlight of the program is its price: Jaspersoft's Professional Edition is included in the standard core package. Keystone has been designed to provide a comprehensive solution for credit union management, so it seems only fitting that Corelation deliver the same efficiency and usability when it comes to reporting as it does for data processing. Jaspersoft represents one more important step towards the future of core systems.

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Founder Honored by Bank Technology News

The June 2010 issue of the Bank Technology News represented their 9th annual "Innovators Issue," a form of recognition for "the people, technologies, and companies driving the industry forward." Corelation is proud to announce that our founder and principal architect, John Landis, was named one of the year's honorees. The Bank Technology News was drawn to Landis' efforts in part because of the technological benefits of his third core system, and partly for his innovative spirit in continuing to push the envelope and improve upon the products available to the credit union industry.

The Bank Technology News was impressed by the new approach to core systems utilized by KeyStone. As writer Rebecca Sausner put it, "With Corelation, Landis offers credit unions something banks ought to be craving: a core system organized around the individual and not the account." In an interview on the subject,

> *Bank Technology News was impressed by Landis' experience and commitment to the industry.*

Sausner asked Landis about the benefits of such a customer-centric architecture. His answer detailed a few of the highlights of the new KeyStone system: "[Adopters] will be able to know their members much better than those who do not have these sorts of systems, track activities of their members, be able to pinpoint delivery strengths and weaknesses, know exactly who is using their services and what services and be able to tailor them accordingly."

Aside from the benefits of the KeyStone platform, the Bank Technology News was impressed by Landis' experience and commitment to the industry. "All of these Innovators have one thing in common: they represent the kind of risk taking and forward-thinking products and services the American financial services industry needs to leapfrog out of the financial crisis and bring the next level of value to customers." With three credit union systems to his name in his 30-year career in the credit union industry, Landis exemplifies the innovation and commitment the Bank Technology News was looking to highlight in its honorees. He also prompts the question of whether the industry can look forward to a fourth offering in the future. But even Landis has his limits, concluding "This is definitely the last."

* For those readers viewing a digital copy of KeyNotes, click the picture of John Landis at left to view the Bank Technology News article and interview.

John Landis – Founder and CEO, Corelation, Inc.

A Note From the Editor _____

Any fan of "The Jeffersons" knows the famous line from the theme song: "We're movin' on up, to the east side." Well that time has come for Corelation, and we couldn't be more excited for our deluxe office space in the sky. Our Point Loma office will be packed up and moved a few miles east into Mission Valley in July, providing us with improved facilities and plenty of room to grow.

Along with parking, office and conference space, and more efficient infrastructure, the move will also make it much easier and more comfortable for us to host our friends in the industry for demonstrations and other meetings. So when you find yourself in the San Diego area, be sure to drop in and join in the excitement of our new system and company.

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 on Display at
The 1 Credit Union Conference

Las Vegas – The Credit Union National Association (CUNA) and World Council of Credit Unions (WOCCU) are joining forces to bring together more than 2,500 credit union industry professionals at The 1 Credit Union Conference this year, and Corelation will be there to demonstrate the capabilities of our new core system, KeyStone.

Being held at the MGM Grand in Las Vegas from July 11-14, 2010, The 1 Credit Union Conference represents the combination of two annual events into one "ultimate global event." The America's Credit Union Conference and the World Credit Union Conference have joined for this year only to bring together the credit union industry as one unified front, providing an unprecedented opportunity to showcase KeyStone's member-centric architecture and user-friendly interface.

Corelation will be represented by Carl Barlow, Director of System Architecture, as well as Mike Kremer, Business Development Executive. In anticipation of the event, Corelation President Theresa Benavidez commented, "We're excited for an opportunity to reach so many credit union professionals at one time. Every conference - even much smaller ones - can be a point of exchange for ideas, allowing us to touch base with credit union employees who are on the front lines with members. We can discern the issues that represent the top priorities for credit unions in today's financial marketplace, then take those ideas back to our development team to design the best solutions available. With these two major events combining into one, it provides unparalleled access to potential clients, as well as more feedback. That exposure obviously helps us in the marketplace, but it can be invaluable for our development efforts as well."

"The only thing more exciting than this opportunity to meet with so many industry leaders is the product we have to show them," added Kremer. "KeyStone is quickly grabbing the attention of forward-thinking executives and analysts across the country, and a major conference like this will only turn more heads."

Corelation will be available for information, personal demonstrations, and on-the-spot system purchases at **Booth 1101** throughout the conference. Please stop by our booth for a chance to win a free iPod Shuffle.

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.

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Reputation, Relationship, Results

Find us on the Web:
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A Note From the President

Here we go again! Corelation has been a busy place of late as we prepare for the conversions of Cabrillo CU and Harbor FCU. For those never to have been indoctrinated, conversions represent the utmost in tandem efforts as a spider web of business and software dependencies is woven to ensure a seamless transition from one core provider to another. The key to the whole process is the same as for any successful business partnership: communication. With an open flow of communication come professional trust, efficient use of resources, and eventually a brand new system. Such coordination can prove daunting, however, even daunting enough to potentially outweigh the benefits for a credit union's finances and member service. Having worked through and overseen hundreds of conversions, I personally understand the challenge of the process and the obstacle it can represent for credit unions. However, Corelation provides the experience, vendor support, and training to simplify the procedure and make switching to a better system as easy as possible.

One of the most difficult aspects of a conversion is simply knowing what needs to be accomplished and in what order. Between credit union management and staff, core programmers, hardware installation, and contract negotiation, there are so many moving parts that keeping organization is paramount. Fortunately, the Corelation team has been through every angle of the process, experience that is crucial in maintaining the method where others see only madness. There is no substitute for having been through dozens of conversions with dozens of complications, as no detour comes as a complete surprise and no obstacle appears insurmountable.

Of course, the best conversions are those that yield the fewest surprises, and behind every smooth transition lay a well-coordinated set of vendors. Our company is fortunate in that our system's very design encourages vendors from around the country to open their products to true integration. Our API, KeyBridge, uses an industry-standard XML interface readily available to any third party on the market. Not only does this open the credit union's vendor options, but it simplifies the integration of software, reducing the headaches a company may face when choosing to write to a new core system. Already in our system's infancy, Corelation has received fantastic feedback from a wide variety of credit union vendors, streamlining the conversion cycle for our clients.

No matter the experience, organization, and industry support of a core provider, a conversion can also largely depend on the support of the credit union itself. In order to garner backing and collaboration from a credit union's staff, Corelation offers a blend of on-site, web-based, and self-paced training that removes the mystery of the KeyStone, removing the anxiety of a transition to the unknown.

The steps to our first conversions onto KeyStone are becoming more complex, but I remain calm and confident. With our combination of assets, from experience to vendor relations to a developed training regimen, Corelation is ready to convert our initial clients and the many credit unions to follow.

Sincerely,

Theresa

Theresa Benavidez
President, Corelation, Inc.