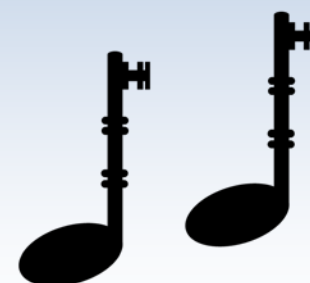


KeyNotes



Triple The Fun

At Corelation, we believe in celebrating our successes as a team, because it takes each and every one of us to produce, implement, support, and sell a system. We acknowledge successful conversions, highlight extraordinary individual efforts, and when we have signed a contract with a new client, we get together in our board room to spend a few minutes toasting the achievement and looking forward to the challenge. Those meetings are the very best kind, and this quarter, we were able to have three of them!

We are proud to announce the addition of Sun Community FCU to our client base. Slated to go live in the fourth quarter, SCFCU (\$300 million assets, 45,000 members) serves the people of El Centro, CA. Given their location’s proximity to San Diego, Sun Community was able to attend the Client Conference detailed on the pages below and get an early sense of the people, the system, and the client and vendor community they’ll be joining in the upcoming months.

Our second contract celebration came with the news that Communicating Arts CU will also be converting to KeyStone. Located in Detroit, MI, CACU (\$36 million assets, 9,000 members) will also be substituting core providers in the fourth quarter. While not quite in our backyard, CACU does represent our second credit union in their neck of the woods, continuing Corelation’s expansion eastward as a truly national market presence.

Finally, South Western FCU will be making the leap to KeyStone in early 2014. Situated in La Habra, CA, SWFCU (\$140 million assets, 12,000 members) was also able to attend our conference and learn about the system and their new peers, which only ratcheted up their enthusiasm and anticipation for the switch.

While we at Corelation certainly relish these opportunities to congratulate ourselves on each new signing, it’s the challenge these projects represent that really gets us going each day. The contracts are only the beginning of a long-term commitment to our new partners: a commitment to guide them through the conversion successfully, to support their staff and their members every day they use our product, and a commitment to giving them a voice into our organization as we progress and grow. But since those commitments can also mean a lot of meetings... we may as well start off on the right foot.

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A Note From the Editor

As you can see on the following pages, Corelation held its 2nd Annual Client Conference in May. The event was a complete success, bringing our growing client base together along with wonderful speakers, capable vendors, and of course the shining hospitality of beautiful San Diego. From the golf course to the exhibition hall, from the presentation rooms to the restaurants of the historic Gaslamp Quarter, the positivity, enthusiasm, and ambition of Corelation's growing family of partners was easy to see on the faces and in the voices of our attendees.

What was remarkable to me throughout was just how much the event had grown in only one year, nearly doubling in square footage, attendees, and virtually every other quantifiable measure. While that rate may not be sustainable, we sure are trying, as evidenced by our expanding vendor relationships and the commitments to bring Sun Community FCU, Communicating Arts CU and South Western FCU onto the KeyStone platform. Those conversions will bring our live client total up to fourteen (!!), and we don't plan to slow down any time soon.

With those additions and our careful corporate growth, as well as the addition of more and more vendor partnerships from across the industry, we hope to continue this meteoric rise in size and prominence over the next year and beyond. The key for us will be the management of our growth, which is a wonderful topic for discussion as we celebrate and collaborate once again at our 3rd Annual Corelation Client Conference in 2014.

I hope you've enjoyed this issue of our newsletter, and as always I want to thank you for your support of Corelation as we grow and continue to develop KeyStone. If you have any questions or comments, please feel free to reach me at rlandis@corelationinc.com.

- Rob Landis
Director of Client Services and
Education

Power to the People

Over the last eight years, KeyStone has been shaped and molded by John Landis, Jeff Dent, and the entire Corelation technical team into the beautiful, function-rich platform it is today. And while those developments will continue to expand the reach of its capabilities, a new direction has begun to emerge in the software's more recent advancements. The first phase of technological development was focused on taking industry-standard requirements and reimagining the most efficient ways to accomplish them: a Person-centric membership model, real time General Ledger posting, uniform business rules applied across all channels, automatic warm start, etc, etc. This new phase is instead centered on the idea of empowering the system's users to identify and meet their own institution's specific needs. Instead of continuing to craft the most delectable wood plank halibut in town, we're now giving our client base a fishing rod, filet knife, and stainless steel cookware.

One centerpiece of this movement towards a more adaptable system is the recent release of Custom Tables functionality. Put simply, this new tool allows for a credit union to define any number of new records it needs to store any information it desires. Even better, that customization is virtually limitless – the custom records can contain any number of fields, which can be of any data type, and can be placed at any level of the database structure. This feature represents Corelation's embrace of the fact that credit unions are unique, and that to serve each credit union we need to give those institutions the ability to craft their own accessories, all while taking advantage of our powerful core.

Corelation also recognizes that each credit union needs not only to track their own information, but also to apply their own processes. With that in mind, we've also developed the capability for each client to construct their own scripts to be run over the course of day-to-day processing by any front office staff. The capability to design and implement custom scripts allows the credit union to streamline multi-step processes unique to their needs, to automate manual steps, and to design workflows to their own specifications.

The potential for these scripts to make member service extremely efficient is only limited by the imagination of the credit union's developers. The coding is done in JavaScript, a standard programming language used and easily learned by thousands of software engineers in and outside of the credit union industry. The creation of these scripts is also made easier through a training seminar delivered by Corelation, as well as by the naturally open architecture of the KeyStone system. When a script is implemented, a process that once took time and expertise can be boiled down to an intuitive, fast, largely-automated action.

In adding these features – and more like them to come in the near future – Corelation is truly committed to the empowerment of its clients and partners. Our corporate philosophy has always been to provide the very best core software in the industry, but also to acknowledge where other experts may provide better solutions. This is why we'll work with any third party vendor, and why we've designed KeyStone to be truly open for integration across any channel. In this case, the experts with the very best solutions are the people who know their membership and the needs of that constituency best – the credit union itself. Power to the people indeed.

Memories from Corelation's 2nd Annual Client Conference

The site for the festivities was the Hard Rock Hotel in the heart of Downtown San Diego. You can't get any closer to the Gaslamp District than holding up the famous sign!



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 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.



At left, attendees being reminded of the past year's highlights. "The technology has grown to be truly custom-made for us. It has evolved right along with our needs." – Tina Fugelsang, CEO of Harbor FCU

"The management and founders of Corelation are people I trust and respect. These folks have a reputation for service excellence. They understand the industry and the importance we place on member service." - Annette Zimmerman, CEO of PrimeWay FCU





The positivity and relaxed atmosphere encouraged collaboration between clients, vendors, and the Corelation team.

“Asset size doesn’t tell the whole story for a credit union like it used to; it’s better gauged by their service offerings. With all that we offer, it was important that Corelation balance the accommodation of our immediate needs with the creation of a sustainable model for the future. That has been done brilliantly.”

- Frankie Duenas, CTO of Cabrillo CU

At right, Jim Stickley gives the keynote address based on his experiences at TraceSecurity, Inc. His anecdotes of perpetrating fraud and swindling financial institutions gave attendees some interesting security risks to consider. We can only hope those thoughts didn’t keep anyone up at night.

“Why go with someone that is headed to a place versus just going with the company that is already there? Corelation is already there.” - Daniel Weickenand, CEO of Orion FCU



What can we say? We like to have a little fun at our own expense. Our senior developers played a little Jeopardy to quickly highlight the best of KeyStone’s development in the last year. From left, we have Jeff “The Cursor” Dent, David “Kill O’Byte” Klimek, John “Code Junkie” Landis, and Curly “Browser” Barlow.

“I’m sorry, but there’s no quote that can be taken seriously when placed next to this photo.”

- Rob Landis, Editor-in-Chief

A Note From the President

As we discovered last year, a conference can be a wonderful way to take the pulse of our clients, vendors, the industry at large, and even of our own company. In hosting our 2nd Annual Client Conference on May 8-10, we found that our collective pulse is racing with excitement, energy, and enthusiasm. This year saw us return to downtown San Diego, but at the Hard Rock Hotel, a fitting venue given its personality and vibrancy (not to mention floor space). The event provided time for us to celebrate the year of progress in our rearview mirror, to discuss the current state of our industry, and to look forward to what's on the horizon for our system and for our community.

In our efforts to review the past year at Corelation, our attendees couldn't help but see that we believe in maintaining a sense of humor amidst all our hard work. We put together a slide show of our landmark events, and it was filled with contract signings around champagne toasts, smiles born of anticipation and of relief, and even the occasional "happy dance" after a project was done just right. We also found that the most efficient way to present the staggering amount of system development accomplished since the last conference was to play a game of Jeopardy, which in turn led to a creative and theatrical homage to our resident nerds. (You can see we use the term with love in the photo on the preceding page.)

Our speakers were all provocative and insightful, and gave our attendees from credit unions and vendors alike plenty to think about regarding the movement's current place and its direction. The keynote speech was delivered by Jim Stickley, CTO and VP of Strategy & Solutions for TraceSecurity, Inc, who gave the crowd plenty to chew on in terms of security weaknesses and their solutions. Our pedigreed roster of speakers provided insights and strategies for a number of issues dear to credit unions in today's shifting landscape: the expansion of mobile banking, social media, mining of big data, the cost/benefit of virtual branches, and opportunities for automation.

Finally, from our vantage point, the future looks exceedingly bright, as was evidenced by our technical sessions focusing on KeyStone's next developmental milestones. We were able to demonstrate our new UI Scripting toolkit, described in the article on the first page, as well as a file transfer program for the automatic indexed imaging of documents, receipts, and reports, among other data. We spoke to the "Coolness of Corelation" and how the underlying framework of our database will allow for the rapid expansion of its capabilities.

But with all of those things said, the most important and most meaningful aspect of the conference wasn't what we had to say, but what was heard. By chatting over meals, putts, and in the exhibition hall, we got feedback loud and clear from our clients about what we've done right, and on what we need to improve to tap into our considerable potential. It was wonderful to be validated by those who rely on us every day that we are on the right path, and it was equally valuable to have that path come into clearer focus. We thank all of our partners – clients and vendors alike – for their support of our company and of our conference. We strive every day to make the next one even better.

Sincerely,



Theresa Benavidez,
President, Corelation Inc.



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Reputation, Relationship, Results

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