

KeyNotes

News & Views for Users of Corelation's KeyStone Platform

Summer 2015 ~ Volume 6, Issue 2

Inside the 4th Annual Corelation Client Conference

Every year in a young company's growth is significant, but for this company in this moment, 2015 carries unprecedented importance. This is the year Corelation grows up from a spunky up-and-comer into an industry leader. This is the year we say goodbye to the idea of a month without a conversion in the rearview and on the horizon. This is the year we break the billion-dollar-ceiling in our conversion cycle (and then some). The industry is watching us very closely this year, and some are watching with doubt about our ability to handle the tests 2015 will bring. Corelation's answer: Don't believe us? Just watch.

That rejoinder was made loud and clear beginning May 19, as Corelation kicked off its 4th Annual Client Conference. Tuesday's Corelation Golf Classic gave way to the real business beginning Wednesday morning, with sessions dotted by every Corelation employee in themed shirts to underline the company's confident approach to this year's challenges and opportunities.

During her opening presentation, Corelation President Theresa Benavidez gave empirical evidence to support Corelation's attitude in the guise of startling growth figures from last year's conference to this one. The 2014 conference saw 68 credit union attendees, whereas 2015 played host for 112 of them – a 65-percent jump! The 58 vendor attendees last year grew to 86 this year, an impressive leap that was actually held back only by a limit to the booth space available at the Omni Hotel in San Diego's historic Gaslamp Quarter. Corelation's client roster is now up to 37, with that total representing a true cross-section of the industry, with asset sizes from \$25M to \$3.7B spread across in-house, hosted, and hybrid licenses.

After opening remarks from Corelation, the day started off with a keynote address by noted credit union consul-

tant Tom Glatt, Jr. Glatt spoke on the topic of The Health of the Credit Union Community, providing valuable business information about where credit unions are today and, perhaps more importantly, where they're headed tomorrow.



The rest of the day consisted of other general sessions. Attorney Richard Lang of Baldini Lang LLC provided a compliance update, the ever-popular Jim Stickley of Stickley on Security showed yet again how vulnerable computer systems really

are, and Sam Brownell of CUCollaborate led a discussion about the many benefits of credit union collaboration.

Thursday's sessions were split into three different tracks, depending on area of interest. The technical track, designed primarily for IT and in-house developers, covered topics like front and back-office scripting, the latest updates for the Jaspersoft reporting tool, and client demonstrations of their own powerful customizations.

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SMA Solutions

More Than Automation

When you read SMA Solutions, chances are you think of IT automation. After all, the company's flagship OpCon product is one of the leading automation platforms in the credit union industry. Nearly 300 credit unions, including several KeyStone users, rely on OpCon to increase efficiency and accuracy while reducing expenses and freeing up IT resources for more strategic initiatives.

Attendees of the 2015 Corelation client conference got to see a different side of SMA. At the closing technical session on May 21, company CIO Todd Dauchy showed off SMA's newest product, Ascern.

Ascern is a business intelligence tool that can monitor and analyze virtually any process within your credit union that produces some sort of data stream, the most common data stream being the transactional data from your core platform. Ascern approaches this complex effort in a unique way.

Most other business intelligence tools force you to develop complicated business rules against which the software can measure activity. At the heart of Ascern, however, is a learning engine that actually watches system activity and figures out what constitutes "normal" for your credit union. Once Ascern knows what's

normal for any given activity, it can alert you when that activity falls outside that normal range.



For example, fraud can be hard to detect, especially when it's internal fraud. After all, a rogue employee is accessing a system you taught them with credentials you provided. Yet the activity captured by Ascern can clearly show you when something is wrong.

Let's say Ascern notices that a teller

typically performs transactions on 90-95 percent of the accounts they access. However, what if when a given employee got back from lunch, they started looking at a lot of different accounts on which they performed no transactions?

This could be perfectly innocent – or it could be that this employee was snooping around in member accounts for the purpose of identity theft. The important point is that Ascern can identify the suspicious activity in real-time, notify someone, and the credit union can take action that very same day.

This is just one example. Ascern can be used to assist with everything from ATM cash management to effective staff planning. To learn more, visit www.smausa.com. **C**

Client Conference, continued from page 1

Created for senior management-level attendees, the executive/operational track addressed issues of a more strategic nature. These topics included member business deposits and servicing, relationship pricing and house-holding, and enhancing branch efficiency through technology.

Finally, there was a short track for the many new clients and prospects in attendance. These sessions focused on the various aspects of conversion, drawing on the experiences of recently converted clients and consultants to prepare and educate those credit unions about to take the plunge.

The event was vibrant, and by the end of Thursday's slate of presentations Corelation had certainly grabbed everyone's attention. Whatever their relationship to Corelation, each attendee came away with belief in the company and excitement for the opportunity to just watch. **C**

The Complete List of Corelation Recognized Vendors

BDI
www.businessdatainc.com

Cash Flow Management
www.cfms4.com

Centurion Disaster Recovery
www.profitstars.com

Compushare
www.dh.com

Elan
www.elanfinancialservices.com

Enacomm
www.enacomm.net

IMSI
www.imsintegration.com

Millennial Vision
www.mviusa.com

PSCU
www.pscu.com

SMA Solutions
smasolutions.it

Stickley on Security
www.stickleyonsecurity.com

TeleVoice
televoice.com

Vantiv
www.vantiv.com

Wescom Resources Group
wescomresources.com

Wycom
www.wycomsystems.com

Xpress Data
www.xdi.com

Employee Profile

Peter Stewart

Business Analyst

If you examine the Corelation org chart, you'll learn that Peter Stewart is a Business Analyst. He brought several years of experience in banking, mortgage servicing, and document preparation to the company. His primary role is to assist Corelation customers in mapping their electronic forms to the KeyStone database so that those forms can be automatically populated.

What the org chart won't show you is that Stewart is also a key figure in pulling together the annual Corelation Client Conference. He assists with everything from securing the venue to issuing all the client correspondence to wrangling the vendors and speakers, and he does so in a highly organized fashion. "I have a spreadsheet that would blow your mind," said Stewart.

Attendee growth is a straightforward proposition. Corelation adds more clients, so the conference adds more attendees. However, Stewart is also pleased with the growth in vendor exhibitors. He noted that this year, booth space in the exhibit hall was sold out, with four or five companies on the waiting list.

"We give priority to those vendors that already have an

existing relationship with at least one KeyStone client, and they're also vetted by vendor relations manager Bruce Cormode," said Stewart. "We want to make sure we have quality vendors at our conference."

Stewart said that his biggest challenge in organizing the conference is keeping up with ever-changing conditions. "From changes that attendees want to make to changes in the weather, there are just so many moving parts," he said. "Thankfully, we have a great team."

Speaking about the team effort required to host such a successful event, Stewart added, "There's a lot of pressure and things can get really hectic, but it's such a bonding experience for all of us. I'm talking about with

each other, with the clients, and with the vendors."

According to Stewart, the atmosphere at the conference is really just a reflection of the atmosphere at Corelation. "It's all about the people," he said. "A building is a building and a job is a job, but it's the people at Corelation I work for and with that make it special."

He concluded, "I look forward to coming to work every day." **C**



Peter Stewart
Business Analyst

Welcome

Pasadena FCU

Pasadena, CA

Ron Berry, CEO

11,500 members

\$150M assets

Converting August, 2016

A Special Thanks to Our Sponsors

Platinum: SMA Solutions

Gold: Xpress Data, Inc.

Silver: Enacomm Inc.

and all the other companies that contributed generously to various sponsorships.



Corelation Golf Classic

Winning Foursome

Ron Amstutz (Desert Schools FCU)

Jeff Benson (Bellwether Community CU)

Katie Keyes (Corelation)

Jose Garcia (Corelation)



A Note From the President

How many times have you heard someone say, “It’s all about the people”? Sometimes it seems to me that this phrase is becoming a little bit overused – even cliché. Then I attend an event like our recent client conference and I’m reminded that every now and then, it really is all about the people.

It all starts with our clients. We’re not a company that sells core processing systems to credit unions. We’re people working at that company who sell core processing systems to people who work at credit unions – people who care deeply about their credit unions and want to make sure their credit unions have the best possible technology. People with whom we work hard to build relationships that transcend the bits and bytes we help them move around.

At our end, it takes a strong team of diverse individuals, and I truly believe we’ve built one of the strongest teams in this industry or any other. Just look at these folks. Every single one of them is dedicated to what they do. Each person is willing to step up and take the lead when their time comes.



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reputation, relationship, results

I don’t want to forget our vendor supporters either. Dollar-wise, we can’t honestly mean that much to most of them at this point. We’re still small. But they see in us what we see in ourselves – that we’ve built a unique product and assembled a unique team, and that with those two things in place the sky really is the limit.

Sure, Corelation is a business, and businesses are formed to make money. But believe me, if all we wanted to do is make money, we could’ve come up with something a lot easier than creating a new core processing platform in the land of the giants. We have a lot of faith in those who keep credit unions moving forward, and we want to make their lives easier. In short, here at Corelation, it actually is all about the people.