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## **Heartland Credit Union Selects Corelation's KeyStone to Catalyze its Strategic Plan**

**SAN DIEGO - March 22, 2021:** Since its first night of organization in 1936, [Heartland Credit Union](#) (\$362.3 million assets; 22,263 members; Madison, WI) continues to win the hearts of the local Southwestern Wisconsin communities they serve. Their steadied growth in members, products, and services prompted their search for a core operating system that could scale with them while providing leading-edge technology, ultimately selecting [Corelation's KeyStone](#).

"Our strategic plan includes an expansion of our delivery and communication channels; in order to do so, we must operate on a modern, powerful, and flexible core processor," shared Heartland Credit Union President/CEO Sally Dischler. "KeyStone's open API [KeyBridge] will be a key component in implementing innovative service and banking opportunities for our members. As such, we look forward to further developing our existing mobile-first strategy."

With KeyStone, Heartland Credit Union also anticipates utilizing the core's ability to store granular data and implement relationship pricing. The extraction of meaningful member data will inform its member service approach. And for its frontline staff, the person-centric profiles will be a welcome change; eliminating the existing practice of using multiple screens to comprehend a single person's entire relationship to the credit union.

"The Corelation team impressed us with their commitment to helping credit unions reach their goals," added Dischler. "Their testament to client service is apparent through their robust and intuitive core platform, KeyStone, along with their collaborative approach in identifying and developing software solutions."

Heartland Credit Union is scheduled to convert in spring 2022.

“With their dedication to member service and their ‘Go Local’ mission in supporting their local communities, we welcome Heartland Credit Union to our Corelation community,” commented Corelation President/CEO Theresa Benavidez. “And as their partner, we look forward to co-creating and shaping the future of credit unions and the software on which they operate.”

#### **About Corelation, Inc.**

Based in San Diego, CA, Corelation is the innovative 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 has dedicated their careers to creating core systems and providing unparalleled client service. For more information, visit [www.corelationinc.com](http://www.corelationinc.com).

#### **About Heartland Credit Union**

Heartland Credit Union is based in Madison, Wisconsin and has 7 locations serving consumers in Southwest Wisconsin. They were one of the first and are perennial “top ten per capita” credit union performers in providing agriculture/small business lending in the country.

Heartland Credit Union and its 22,000 member/owners are celebrating their 85<sup>th</sup> year in 2021.

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Heartland Credit Union President/CEO Sally Dischler