

KeyNotes



Corelation, Inc. to Display KeyStone at GAC

WASHINGTON D.C. - Credit union executives are invited to see the KeyStone system in action at the CUNA Governmental Affairs Conference being held in the nation's capital from February 21-23. The core processor, nearing its first release after more than five years of development, will be making its second appearance after an exciting introduction at the California Credit Union League show in 2009.

This core processing system has been designed exclusively for use by credit unions, and is the brainchild of Principal Architect John Landis, progenitor of two legacy systems currently in widespread use. "My goal was to combine the efficient underlying structure of my previous efforts with the power, speed, and flexibility of modern technologies unavailable when I created those systems," said Landis in a recent interview. "Add in the experience I gained from 25 years working closely with credit unions, and this promises to be the best core processor on the market."

Those interested in a look at the state-of-the-art system are encouraged to stop by **Booth 516** at the GAC, where the Corelation team - including Landis and industry veteran/company President Theresa Benavidez - will be giving demonstrations. As Benavidez puts it, "We know everyone who sees this system will be as excited about it as we are, so come stop by and check us out!" For more in-depth information or for those who are interested in KeyStone but won't make it to the conference, simply contact the company by sending an email to info@corelationinc.com.

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Industry Veteran Joins Corelation Team

SAN DIEGO - It is a Happy New Year for new core processor Corelation Inc. The technology company has started 2010 on a good note with an important and notable hire: its new Director of System Architecture, Carl Barlow. Barlow, who has worked in the credit union core processor sector for 20 years, joins the Corelation team as CEO John Landis' programming counterpart. Barlow started his new position January 4, 2010.

Barlow primarily works with Landis, architect of Corelation's KeyStone core processing system, on the host development. This teamwork allows them to develop enhancements quickly, bounce ideas off each other, implement mutual code review, and ensure that Barlow learns the system from the inside out - allowing him to seamlessly fill in for Landis in the unlikely event that he ever wants to take a day off.

"For me, it is a perfect blend of the new and the familiar," Barlow states. "On the one hand, John has done an excellent job at taking advantage of the new technologies in ways that will help credit unions, vendors, and development. On the other hand, I'm working with the same people who helped me get my start 20 years ago and that are in many ways responsible for who I am today."

Carl Barlow sees his commitment to service, integrity, and enthusiasm for learning as being a perfect fit for the culture at Corelation.

A Note From the Editor

The whole team at Corelation is very excited to bring our experience and ingenuity to bear on the credit union core processing industry, and we feel that this quarterly newsletter will be an ideal way to keep everyone up to date on all the news and highlights of our company.

I personally am looking forward to using this platform to keep track of all the changes we'll bring to the marketplace. One day we'll be able to look back through these KeyNotes and trace the origins of the raising of the bar in core processing all the way back to early 2010.

If you have any comments or questions regarding the newsletter, please feel free to email me at rlandis@corelationinc.com. For now, enjoy the first issue of KeyNotes!

- Rob Landis, Director of Educational Services

Barlow will use his two decades of experience to help predict the best ways to take advantage of KeyStone's flexibility and accessibility as new features are designed and developed. The early application of his skills and understanding of the credit union industry will be vital, since the early development decisions will greatly affect the product and the coding practices for years to come. He sees this as a great opportunity to build a solid base for the system.

"You can do a lot worse than learning about client commitment from Theresa [Benavidez, Corelation's President] and about development from John," he says. "That's how I first learned the business. They're very good at leading by example, and I'm already enjoying working with them again on a daily basis."

Barlow also brings trust to the team, as credit unions and vendors he has worked with over the years have come to count on his honest opinions and quick results. He sees his commitment to service, integrity, and enthusiasm for learning as being a perfect fit for the culture at Corelation. "These are passionate professionals, and I look forward to bringing my talents to bear as part of the team," he adds.

"Corelation has some of the most experienced and trusted names in core credit union software, now working together under one roof. This is going to be amazing," Barlow says. "I hope that my many years of software experience as well as my commitment to service in general and to credit unions specifically will help add momentum to a company and product that already have so much potential to completely change this industry."



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.

Person-Centric Systems Provide Real Benefits for Progressive Credit Unions

SAN DIEGO - One of the primary features of the KeyStone system is its person-centric architectural design. Corelation believes strongly in this model as the most beneficial and efficient for credit unions, and has designed its system from its inception to leverage those benefits. The question for many credit unions remains: What are the benefits for us and for our members?

Quite simply, a person-centric system uses a person's name as the parent record within the system instead of an account number. Then, all information related to that person is linked to the name within the system: addresses, contact information, and of course all the accounts, loans, and other products with which the person has a relationship. All a user needs to do is search the system for a name, and literally everything associated with that person within the credit union is displayed, removing duplicate entries and complicated transfers.

Besides the easy organization of a person's entire relationship to a credit union, a person-centric system provides many other benefits to a credit union and its users. Levels of ownership on different accounts are clear, removing the guesswork required of tellers and member service representatives. Similarly, the availability of an entire member profile in one clear display makes cross-selling effortless. Cash transactions can be tracked by person, making the creation of CTR's simple and clear. Also, profiles can be created within the system for non-members, so prospective member lists can be created for marketing purposes, as well as allowing account applications, check cashing, and bond redemption without unnecessarily burning through account numbers.

Person-centric system design is clearly a hallmark of the next generation of core processors, and KeyStone has been built to take full advantage of its many benefits. That's just one of the many ways Corelation intends to take credit union core processing to the next level.



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Reputation, Relationship, Results

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A Note From the President

I have spent my entire career - a few more years than I'd like to admit - working with credit unions in the pursuit of providing the best solution possible for their evolving needs. I have seen conversions through from the first due diligence to going live and beyond, and I have experienced firsthand the complex and unique requirements each credit union faces and the many headaches those requirements have caused for credit unions and their core providers. It is because of all of those experiences that I can say with confidence that Corelation provides a better way for credit unions to do business.

For example, few consumers would buy a car if they had to then purchase the brakes, the wheels, and the seats separately. We at Corelation believe core processing system clients should expect the same from their provider. That's why our KeyStone system will be licensed with a New Account Workflow, a Loan Application Workflow, Report and Dashboard Creation Software, and an Event Management System all included in the core package. These aren't luxuries; these are tools that are necessary to run a credit union in today's financial world. By including them in the core package, Corelation puts you in the driver's seat.

A truly complete core package is just one of the many ways that this company provides a fresh approach to credit union core processing. We've also created our own solution to what I call the "Integration Illusion": It has been many years since I've experienced a meeting that did not elicit some mention of the need to achieve "integration", and it has been longer since such talking points have yielded real, tangible results. Having had the opportunity to build our system from the ground up, Corelation puts these buzzwords into action.

KeyStone is designed with a keen eye towards flexibility and true integration. Corelation's API, KeyBridge, takes advantage of an industry-standard XML interface, rendering our system completely accessible to any 3rd party vendor selected by one of our clients. As it is the same API used to communicate between the back-end server and user interface, a 3rd party vendor can perform literally any application function the credit union would like, subject to strict privilege control. I'd like to think that Corelation has put together a team of experts in core processing, but only a credit union can determine the best ways to meet its other needs. KeyBridge ensures the flexibility necessary to provide that level of integration, and the results are certainly no illusion.

You can see why I am so excited to bring this fine new company to the market, and why I am confident that our products will take the industry to the next level. We'll do all we can to keep you updated on all the ways we intend to revitalize the industry through this newsletter and on our website, and I personally look forward to hearing from you in the near future.

Sincerely,

Theresa Benavidez
President
Corelation, Inc.