

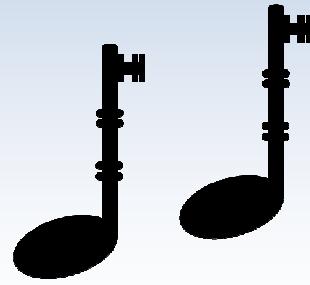
KeyNotes

Unmasking the Conversion Bogeyman

There are many reasons why credit unions are often loathe to consider changing core platforms, even after their contracts expire. To varying degrees, nearly all these reasons represent a form of inertia: they're used to their current system, used to their provider, used to their account representative. To a certain extent, this comfort with the status quo helps the credit union; financial institutions thrive on normalcy and routine, especially as the economy and the rules keep shifting underneath them. However, normalcy and routine can very easily become stagnation and decline, comfort can become complacency, and inertia can inhibit growth.

The alternative – devoting the time and resources to making a change to a different core solution – doesn't have to be daunting, doesn't require abandoning what's comfortable and what works. Corelation provides the tools and the personnel to help a credit union move past the initial anxiety a conversion brings and to realize the opportunity that lies beneath. It all starts with KeyStone, a system built from scratch with the best technologies available today, designed to be efficient, fast, and user-friendly. It continues with a staff of professionals with decades of experience under their belts. What may seem like an insurmountably complex process can actually provide many opportunities for significant improvements for the credit union.

With our solution and our staff as support, credit unions can take advantage of those opportunities. System users – from tellers to executives – can exploit the clean layout and new simplicity of formerly byzantine tasks. Databases can be scrubbed and duplicate entries removed, speeding up an already lightning-fast system. Reports that have been generated for years because they were needed once can be purged. And possibly most important, member services can be completely revamped by the person-centric model, helping users to deal with individual members and all their relationships with the institution, rather than with isolated, sterile accounts. The undertaking of a conversion may appear difficult enough to not be worth the trouble, but with Corelation, it would be a mistake to overlook the rewards.



Contents

Special Interest Articles

Conversion as Opportunity	1
Customize Your System	2
Meet the Conversion Team	3

Quarterly KeyNotes

A Note From the Editor	2
About Corelation, Inc.	3
A Note From the President	4
Contact Info	4

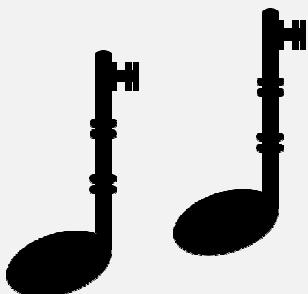
A Note From the Editor

I hope you enjoy our “Conversion Issue” of KeyNotes. While we never set out to create a theme for this edition of KeyNotes, conversions are certainly the pervasive topic in and around Corelation these days. As we’ve brought in even more experienced veterans and geared up for our first conversions in the coming year, bringing our first clients live has become our main focus.

With that said, we are still very active in the marketplace, giving many demonstrations each and every week, visiting with various chapters and other groups, and doing all we can to make the industry aware of all the innovations and benefits KeyStone brings to the table. We invite you to contact us to schedule a viewing of our revolutionary new system, or you can see it for yourself live at the Governmental Affairs Conference in Washington, DC from February 27 to March 1. Just stop by our booth to learn more about how KeyStone can make your credit union more efficient and cost-effective.

As always, 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

Happy New Year!



Customize Your KeyStone Experience

Credit unions treat core systems the way that any consumer might treat their car: what begins as a piece of machinery identical to thousands of other units is quickly made personal and unique once it gets taken home. You may add fuzzy dice to the mirror or toss your laundry in the back seat, just as credit unions build work-arounds for unique issues and ad hoc reports for one-time needs. Those personal touches certainly make your product unique, but over time they can also make it inefficient and out of date. Just as with buying a new car, credit unions shouldn’t undergo conversions frequently, but when they do, it provides a wonderful opportunity to start fresh and to customize their system to meet their changing needs.

KeyStone has been designed to take those unique and shifting needs into account in a number of ways. One of the most fundamental is the use of Javascript as a coding language for the user interface of the application. In a number of places on the system, a technical user can input their own Javascript code to yield unique and useful results, meeting their needs without ever having to involve the core vendor.

Another powerful tool for customization of the KeyStone system is the Jaspersoft Professional Edition, a report and dashboard tool bundled with the core. This powerful software allows for users to easily create most reports they need on the fly, utilizing a drag-and-drop interface that generally requires no prior technical knowledge.

Beyond these opportunities to make KeyStone their own, credit unions can take advantage of the tremendous flexibility incorporated into the design of the system’s workflows. Both the New Member and Loan Application Workflows are included standard in the core package, and can be configured to meet the needs of each credit union’s unique policies. Whether a prospective member first verifies their identity or requests a checking account type, whether a loan officer requires a credit report before projecting a loan or not, each credit union can design the perfect workflows for them. Factors such as required vs. optional steps for completion, dependencies before advancing to the next step, and documents to be generated can all be customized.

Taking this underlying principle of adaptability one step farther, KeyStone includes a work area that allows a credit union to build its own workflows for virtually any process in the system. Need to normalize how users handle an IRA of a deceased member? Build a custom workflow. Want to streamline the process for an address change? Build a custom workflow. Complicated account closing process? Build a custom workflow. These workflows can be opened throughout the system, can be left unfinished and returned to later, and can be accessed by any privileged user.

Possibly the best aspect of these chances to make KeyStone the perfect system for each unique credit union that installs it is that they too can be updated over time. Custom code, reports, and workflows can be altered at any time to keep up with the changing needs of the credit union, ensuring they remain efficient and up to date. Those fuzzy dice, on the other hand...

Seasoned Veterans Add Insight and Experience

2011 marks the first year in which Corelation will bring its credit union clients live on the KeyStone platform, and with that milestone comes the responsibility of managing a series of successful conversions. To help lead these efforts, Corelation is proud to have brought in two of the best in the conversion business: David Stewart and Mark Brocklehurst.

David Stewart brings more than 25 years of experience to his position as Product Manager for Conversion Services. He has worked in every aspect of conversion management, from training to installation to the coordination of specialized conversion staff. With the wisdom and lessons learned from more than 100 conversions in his back pocket, David has learned to be a patient problem solver who is empathetic to the unique needs of each credit union during the conversion process.

"I'm very excited to participate in building this young company and lending my experience to the group," David says. "Having spent the majority of the last twenty years of my life dedicated to the conversion process, I have an understanding of what needs to be done and when. To be able to leverage that knowledge with the latest developments in functionality and design is a wonderful opportunity."

Joining David is Mark Brocklehurst, Corelation's new Lead Developer for Conversion Programming Services. Mark represents a bastion of conversion programming understanding and ability, as his two decades of experience have also led him through all manner of conversion programming. He has worked on the front lines – leading a team of twelve programmers, as well as handling the training of dozens of IT staff on-site – and learned to manage the complex process from a high level – creating specifications and guidelines for conversion programmer teams and coordinating flexible conversion plans.

In addition to his experience, Mark brings enthusiasm to the company. As he puts it, "I've worked with most of these people before, and it just doesn't get any better. I'm very excited to be on this team. I feel that we have a rare alignment: a crew with experience and the determination to get things right, coupled with a product built on a truly modern architecture."

These additions promise to make 2011 a memorable success for Corelation, as David and Mark will be essential and valuable in our first conversions and beyond.



Mark Brocklehurst
Lead Developer for
Conversion Programming

David Stewart
Product Manager for
Conversion Services



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.

A Note From the President



We have entered the home stretch. After more than five years of research and development, it is approaching the time to bring KeyStone live for the first time, and bring to bear the full extent of Corelation's combined knowledge, experience, and determination. There have already been many milestones to reach this point, and there will be many more to come (as John Landis reminds me frequently, "The system is never finished"), but 2011 will stand as a watershed year for this company when we look back many years from now.

As we work away at all the tasks at hand – finalizing conversion plans, reviewing priority lists, verifying interface development, building client relationships – I'm rather pleasantly surprised at our calm in the midst of this storm of activity. Of course we are exhilarated by our progress and by our potential (I've even written about our growing excitement in this space), but we share a confidence born of the knowledge that we have the right people in place, the right ideas on how to succeed, and of course the right system for today's marketplace. As the first conversion date draws nearer, and as the professional team we've assembled does what they were born to do, that confidence only grows.

There is much work to be done, of course. Our developers are working feverishly to successfully complete the leap from concept and design to implementation, and for a company looking to match all the functionality of the Tier 1 providers for a system built from scratch, that's an impressive jump. Our training regimen is taking final shape and ready to be rolled out for those first users to learn and test, and a system looking to revolutionize the expectations for a core requires thorough instruction. And with the addition of David and Mark to the team, the research we put into each and every conversion to ensure a seamless transition has begun, and is exhaustive.

But this work will be completed, and well, because I believe we have the best team in the business. It's not just about the 200-plus years of experience, it's about the quality of those years, with each member of our staff having the familiarity to know just what needs to be done and when. It's the belief we have in our product, knowing it was designed by an architect with unrivaled skill and diligence and attention to detail. It's the trust we have in ourselves and in the sum of our parts, having worked with and relied on each other for years, in times of optimistic development and under pressure of deadline and demand.

We know plenty of eyes are watching, and we like it. Because that means that plenty of people are going to see us succeed. We're glad that you're paying attention, because it's a commitment to this industry and to this movement that makes us go, that makes all this happen. Thank you for your support, and may we all have a wonderful and successful 2011.

Sincerely,

A handwritten signature in cursive script that reads "Theresa".

Theresa Benavidez
President, Corelation, Inc.

Corelation, Inc.

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Reputation, Relationship, Results

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