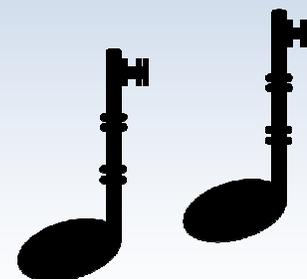


KeyNotes



Houston, We Have a Partner

The accomplishment of a grand project requires great effort, and just as important is the coordination of that effort. The talents of dozens of people or more need to be applied in concert, all aimed towards the same goal, and a key to that coordination is the communication between those disparate parties, even over great distances. While the project isn't quite as grand as space travel, and the distances aren't quite so great, Corelation will be mimicking NASA in the months to come as we reach out to Houston, TX to coordinate the fulfillment of an ambitious vision. Specifically, Corelation will be partnering with PrimeWay Federal Credit Union (\$400 million assets; 52,000 members) to launch the KeyStone core processing system in late 2012.

The communication and coordination between these parties has already begun, as the excitement of the contract signing has already given way to the creation of a carefully-diagrammed project plan designed to bring PrimeWay up to speed for a smooth, clean conversion. Principals from both parties are eager to get the process underway and to capitalize on the excitement and potential of this new partnership.

"Our new partnership with PrimeWay continues to spur the growth and development of our company and our product," said Theresa Benavidez, Corelation's President. "We are honored to be entrusted with the service of such a strong organization, and we will reward that trust each and every day."

"The credit union's decision to go with Corelation was met with enthusiasm and excitement," added Annette Zimmerman, CEO of PrimeWay. "I think our entire staff, extending out to each of our branches and departments, has a sense of the potential this new direction holds for us. The challenge now will be to focus that enthusiasm into the progress we all need to make to ensure a seamless transition and improved member service after conversion."

The enthusiasm referenced by Zimmerman is certainly on display in the credit union's announcement video that can be seen here: <http://tinyurl.com/7wqqcqp>. The communication, coordination, and effort called for will be on display in the months to come.

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A Note From the Editor

Corelation is a very fun place to work each day. We have a group of people in the office and on the road that are collegial, professional, and genuinely funny. We all kid each other, keep things light, and attack each project, question, or issue with enthusiasm and a smile.

The underlying keys to such a relaxed atmosphere are talent and drive. It's easy to stroll into someone's office and casually collaborate when you know that they are capable and dedicated, and vice versa. It's that underlying trust that everything will be done – and done right – that allows us all to keep an even keel through even the most stressful times.

I will always believe that such a dynamic in the workplace is rare, but I now know that it's not unique. As we went through the process of conversion with ALPS FCU, and as we're covering that ground again with Georgia Heritage FCU, I've discovered that the group of professionals at WRG's Service Bureau maintains the same affability and integrity as we do.

It was a real joy to spend some time in Anaheim working with Patti Quinteros, Sonia Safri, Tommy Truong, and the rest of their team. That easy relationship continued even from the far reaches of Alaska.

Corelation and WRG staff interacted like old friends. With them, like within our walls, it was a relationship built on talent and trust, and our mutual success speaks to the benefits of being able to rely on one another that way.

If you have any questions regarding KeyNotes, please email me at rlandis@corelationinc.com.

- Rob Landis, Director of Educational Services

Neither Snow, Nor Rain, Nor Heat, Nor Gloom of Night...

Just as the classic postal service motto states, we at Corelation do our best not to let anything so minor as harsh weather keep us from making our appointed rounds. And so, with caps pulled low and warm gloves on tight, our on-site trainers and conversion staff made their way up to Sitka, Alaska in February and March to help ALPS FCU (\$41 million assets; 3,000 members) bring about a system upgrade onto the new KeyStone platform.

The weather over that time served as an apt metaphor for the conversion at hand: as the snows turned to sleet, then to rain, and finally to beautiful sunshine, ALPS' outlook for member service grew brighter and brighter. Unburdened by the limitations of their prior processor, the credit union staff slowly stopped thinking in terms of "how it's always been done", and began to ask "what else can we do?"

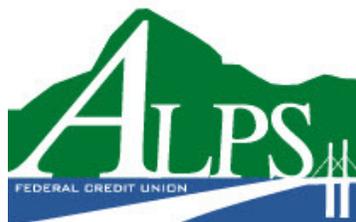
The results on Monday, April 2 were as welcome as the spring sun: a new suite of shares and loans was offered to members, members with multiple accounts could access them all through a single home banking login, and even e-statements were offered for the first time. Internally, workflows for new accounts and loan applications ensured standardized procedures would be followed and user entry time and errors reduced, processing times for tasks from accounts payable to debit card maintenance were slashed, and each Financial Services Representative could easily keep the big picture of a member's finances in mind when helping them with detailed money management decisions.

ALPS' emergence into a new season of possibilities was accomplished only through the hard work and coordination of three distinct groups: Corelation, ALPS themselves, and the talented professionals at Wescom Resources Group (WRG). As the first KeyStone credit union to take advantage of WRG's Service Bureau environment, ALPS represented a fresh challenge for the Computer Operations and Client Services staffs at WRG, not to mention the excellent team from the WRG Home Banking division.

"Coordinating across time zones and database terminologies represented an exciting challenge for us all," commented Patti Quinteros, WRG Client Services Manager, from the Anaheim, CA data center. "To see it all come together was very satisfying for us all, and is a testament to everyone's contributions."

"As I've told Corelation before, we love good geeks," added John O'Brien, CEO of ALPS FCU. "Putting this group together has given us the chance to be ahead of the game in our region in terms of technology and service. Now we get to really push the envelope on what we can offer our members."

It seems an Alaskan bear is shaking itself out of hibernation indeed.



A Look Back at Our Year of Growth

This quarter brings about the one-year anniversary of Harbor FCU's first day live on KeyStone. On June 6, 2011 we all took the plunge, bringing our system from the hypothetical to the very real, serving our first members and beginning the unending process of refining the system. Since that date, so much has changed and improved on the system and in our company, it is almost startling to put into perspective. The largest of those developments are reviewed below, but there have been innumerable incremental enhancements along the way.

Core Development

The heart of our system has been under constant improvement. Tables have been added to the database to expand the reach of the core, from the ability to handle credit card loans, to the creation of specific homes for client-specific information. In addition, some foundational changes have been made to ensure KeyStone processes data faster than any other core.

User Interface Enhancements

The user experience on KeyStone has undergone a vast transformation in the last year. Four new work areas have been created: Check Issue tracks every check disbursed by the credit union, Dividend Projection allows a user to quickly ascertain future dividends for various share scenarios, AP Manager makes the handling of Accounts Payable transactions simple and easy to research, and Shared Branching has opened our clients to exponentially wider-ranging service.

In addition, a number of other enhancements have been integrated into the system based on user feedback and dedication to a vision of the perfect processor. Among these are the additions of on-demand starter checks complete with member information, as well as a clean integration with all three of the major credit bureaus.

Live Networks

KeyStone can speak with more than just the credit bureaus to serve expanding membership. In the last year alone, we have gone live with the CO-OP, FIS, jha PassPort, Vantiv, FSCC, First Data (Star Northeast), and CUSC-NGN networks. Bringing these various networks into the fold has allowed our clients to continue to select the array of services that suits their needs and the needs of their specific membership.

Vendor Interfaces

Beyond the various network traffic, KeyStone has learned to communicate directly with a wide variety of third parties. We have integrated capable home banking vendors such as PM Systems, WRG, HomeCU, and Intuit; we have connected to efficient Statement vendors like XDI, BDI, Bit, and Datapage; and we have built a bridge between KeyStone and PCSU's Total Member Care solution for member relationship management. Even branch operations have been streamlined with connections to BluePoint Solutions, MVI, and an exciting interface with Cash Flow Management (CFM) to open the door for cash dispensers and recyclers of all shapes and sizes.

WRG Service Bureau

Of course a year recap couldn't be complete without mention of Corelation's partnership with Wescom Resources Group for their Service Bureau offering.

The year has certainly been impressive in terms of system development, but as KeyStone architect John Landis likes to say, "The system is never finished."



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 six 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

The growth of this company has been a wonderful process, replete with milestones – the debut of our system to friends and family, signing our first client, opening the doors on our first day live – and this spring we get to add another first: we are hosting our first Client Conference.

On May 16-18, we will be hosting our clients as well as a select number of prospects, vendor partners, and other supporters at the Hilton San Diego in the beautiful Gaslamp District of our fine city. And what gathering would be complete without a nice round of golf to get everyone acquainted – ours will be at the Rancho Bernardo Inn Golf Course. While this conference will certainly serve as a new milestone in Corelation's development, it is not merely an opportunity to play some golf and chat with our friends in the industry; I see this as an opportunity for so much more.

First and foremost, the Client Conference will begin to establish a sense of tradition for our company. We are still only three years into what will be a long journey, and now is the time for us to establish the tone for the rest of that journey. The creation and repetition of rituals is integral to the definition of a community, be it a cocktail hour, a keynote address, or a time of reflection on recent progress. We believe the conference represents the best opportunity to define our community within this industry, and to set our tone of affable professionalism for the steps ahead.

Clearly, the concept of a Client Conference relies on the presence and support of our clients, and our concept of community can only be fulfilled with the establishment of partnerships across the credit union space. And so this event will serve another purpose dear to Corelation: the sincere appreciation of the collaborative relationships we have already fostered in our infancy. There were many organizations and individuals who were crucial to our making it to the milestones mentioned above, and we will cherish the opportunity to thank them for their contributions to our success.

Of course, those partners have not supported us for our continuation of the status quo, but for our commitment to pushing the envelope in technology and service. It will be a sincere pleasure to be able to bring these disparate parties together and share with them our vision for the future. Our developers and service leaders will team with some of the foremost specialists from related industries to share their expertise and present a roadmap for the credit union movement. We hope to create an informed dialogue on how best to sustain and improve the vitality of our KeyStone system and our industry at large.

With all that said, there will still be a healthy dose of celebration at our inaugural Client Conference. We are proud of the results of our hard work and collaboration, results evident in the branches of our existing clients, the excitement of our yet-to-be-converted clients, and the intrigue of our prospects. After all, as we take more and more steps in our journey, there are fewer and fewer "firsts" left to check off the list. I think we should take advantage of this opportunity, invite our whole community together, and celebrate!

Sincerely,



Theresa Benavidez
President, Corelation Inc.



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Reputation, Relationship, Results

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