

Using Core Systems for a Competitive Advantage

In order to stay competitive, Credit Unions must be efficient. Nonetheless, statistics indicate that credit unions on average are about 30% less efficient than banks. Credit Union members expect high standards of service, convenience and easy-to-use self service channels. AFTECH believes Credit Unions can beat the banks in operational performance efficiency by embracing existing business solutions while keeping an eye on emerging technologies.

An efficient retail delivery platform complemented by easy-to-use and low per-transaction-cost member-facing technology is the best solution for Credit Unions. A back office system that saves operational personnel two hours a day is no match for a retail delivery platform that improves enterprise-wide member service efficiency by 20%. Likewise, low transaction-cost self-service channels like proprietary kiosks, ATMs and aftech@net Internet Servicing provide members with the convenience and accessibility they demand.

Whether a Credit Union is looking to drive loans, deposits, or both, it needs robust solutions like the AFTECH suite that includes relationship management and relationship pricing functionality. Our solution is organized into three distinct phases:

- * Campaign creation
- * Campaign presentment, and
- * Campaign analysis.

AFTECH clients can develop or acquire campaigns targeted to sell loans or garner deposits to either a group or single member.

Relationship pricing is also critical because it is applicable for fees, loans, and dividend rates. Strategies for differentiation and their overall empowerment of Clients with the tools needed to realize their most important goals. One of the most important ways that we accomplish this is by holding 'Design Days' at our Client sites. We also hold 'Design Days' at our Client sites that allows our developers to focus their efforts on what the Client, not the vendor, thinks is important.

In terms of keeping members loyal, we believe that loyalty is earned by Credit Unions when they provide convenient, courteous, accurate service across a full range of financial services. AFTECH tools make it easy for members and those people who serve members to access information and perform transactions in a highly efficient and accurate manner. Our solutions are ideal for Credit Unions that are strategically service focused because the AFTECH retail delivery platform is highly efficient, highly available, and very secure.

2005 and 2006 promise to bring many new enhancements for our Clients, including: Health Savings Accounts; new member self-enrollment; indirect lending improvements; non-member loans; more powerful servicing tools to enhance call center performance; and new features to service high volume Business Account deposits. Thanks to technology, competition can come from anywhere in the world, but AFTECH technology and services can help Credit Unions from \$10 million to billions in assets stay competitive.



Joseph Antellocy
President

that loyalty is earned by Credit Unions when they provide convenient, courteous, accurate service across a full range of financial services. AFTECH tools make it easy for members and those people who serve members to access information and perform transactions in a highly efficient and accurate manner. Our solutions are ideal for Credit Unions that are strategically service focused because the AFTECH retail delivery platform is highly efficient, highly available, and very secure.

Joseph Antellocy has been a citizen of the credit union movement since 1982, when he became the first Credit Union Account Executive for a Pennsylvania based Value Added Reseller (VAR). Over his 22 year core processing career he has managed sales, marketing, development, installation, and support personnel for successful national organizations. Mr. Antellocy has been President of AFTECH since February 2002.

Formed in 1980 and based in Malvern, Pennsylvania, AFTECH, a business unit of Fiserv Inc., is a coordinated team of dedicated staff members with an average of more than ten years of either credit union or credit union data processing experience. Utilized by a select family of credit unions, AFTECH brings a systematic approach to successfully implement, monitor, refine, and support credit unions of any size.



Another **Fiserv** Connection