

Using Core Systems for a Competitive Advantage

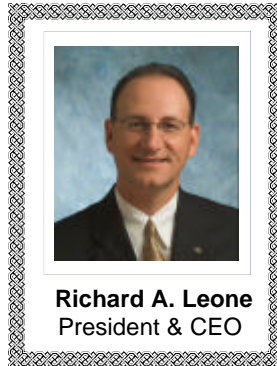
Financial institutions are all trying to differentiate themselves and deepen their product penetration ratios. To achieve this, there is far greater interest in cross selling, CRM and next best product solutions. KYC (know your customer) is another huge area of interest right now both from a fraud/security standpoint and from a marketing aspect.

During my visits with credit union senior managers, I find that three topics are top of mind: 1) costs, 2) member service, and 3) security. Naturally the bottom line is always important, but we are seeing a drive for credit unions to become more efficient and better integrate their diverse systems. Credit unions have traditionally focused on member service and that hasn't changed, but now there is a stronger desire to track members and really understand their relationship with the credit union. This entails both identifying the most profitable members, and the least profitable members and increasing their profitability. Finally, credit unions are under increasing regulatory pressure and facing more frequent fraud and security threats.

At COCC, we address and resolve all of a co-op, we are not driven by the profit mission is to provide the best services and possible price. Since we are not a public touch approach as evidenced by the fact personnel to client ratio in the industry.

We believe that credit unions should focus and deposits, and on strengthening their credit unions in these endeavors by reduce to deal with since we handle not only core processing, but ATMs, Debit Cards, CRM, LAN/WAN, security, statements, compliance and much more. We can eliminate at least 5 – 10 different vendors because we can handle credit union technology needs from the desktop to the data center.

Our open architecture and centralized Oracle database provide our credit union clients with a 360 view of the member on one screen. That is because we are not account centered, but member centered. This really increases efficiency for the front line staff and allows them to focus on cross selling, provide better member service, and verify member identities in accordance with recent security regulations. Our member-centric platform and wide range of state-of-the-art products are unique in the industry and make us the provider of choice for credit unions in the Northeastern United States.



Richard A. Leone
President & CEO

these issues and more for our clients. As motive, but are dedicated to service. Our products to our members at the lowest company, we can afford to take a high that we have the highest customer service

on growing their membership base, loans risk management processes. We assist ing the number of vendors that they have



Richard A. Leone, President and CEO, joined COCC in 1991. He has 20 years experience in the information technology and accounting industries. As COCC's leader, Mr. Leone is growing the company's brand through the expansion of its technology platforms plus a number of development and support initiatives.

Avon, CT-based COCC is one of the fastest-growing data processing companies in the United States, as a result of its leading edge open systems that provide comprehensive data processing solutions. No other company offers a platform with this level of utility and sophistication, and none have migrated their entire client base to it. COCC has migrated its entire client base to INSIGHT, and is attracting new clients with its legendary service.