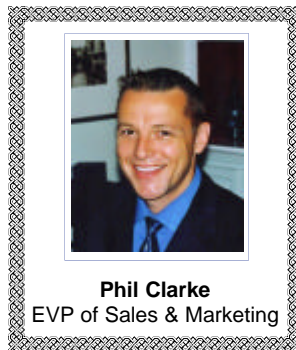


Using Core Systems for a Competitive Advantage

Mortgages, loans and checking and savings accounts are all commodity items these days; credit union members can get these products anywhere. With competition levels at an all time high, credit unions need to return to their true avenue of differentiation: superior member experience. As technology in the financial services industry evolves, credit union members expect evolution in the credit union. Service should be convenient and fast, interaction should be friendly and choices should be limitless. EPL's focus is to provide solutions that enable the credit union to differentiate their member experience by changing the "rules" of data processing.

Technology advances have had recent major impacts on member service delivery channels. Some advances make services more secure while others make member service more convenient. Credit unions are utilizing signature pads, teller-stationed security cameras, thumbprint scanners and countless other peripheral devices. Delivery channel evolution will continue to affect the member experience far into the future. For example, non-PC device delivery for "home banking" (access through cell phones and PDAs) is a developing innovation. Credit unions have the opportunity to excel by realizing that the definition of the "superior member experience" is evolving and technology in the credit union must be flexible to stay ahead of the differentiation curve.

To deliver this differentiated experience and the freedom to choose their technology and technology options available to credit unions range of providers. This is where the real power the credit union chooses a desired mix of tech- create the desired member experience, it is the ciently integrate and manage the various appli-



more diverse product lines, credit unions need vendor partners. There is a diverse menu of that is creating a demand to work with a wide of truly open solutions comes into play. When nology solutions to drive their business and cre- responsibility of the core system vendor to effi- cations.

At EPL, our latest strategic initiative will be to with EPL's core processor, i-POWER, and will ditors' core processors to link disparate systems together in a seamless manner. Although CU Hub® uses XML (eXtensible Markup Language), it is far beyond simple XML integration; within its architecture it includes system management, securi- ty and ID management, data management and translation, communication protocols and is based on open systems stan- dards using Java (J2SE and J2EE). Thanks to open architecture and technology, the CU Hub® is data processor inde- pendent and core application neutral.

offer the CU Hub®. CU Hub® currently works be available to be integrated with other ven- dors

CU Hub® is designed to be a standalone product that potentially any credit union can use and it was designed to create credit union industry standards on integration specifications and XML. CU Hub® allows credit unions to easily integrate with their core system, modules such as online banking, lending suites, EFT/ATM networks, credit bureaus, check ordering, tele- phone banking, etc., from any third-party provider. CU Hub® will even allow the credit union to keep all their 3rd party appli- cations and switch out their core processor. CU Hub® is a flexible gateway solution that can be used to preserve the cred- it union's investment in either front-end systems or their host system.



Phil Clarke is Executive Vice President of Sales and Marketing for EPL. In this role he is directly accountable for generating revenue, leading the sales and mar- keting team and managing the relationships with a number of EPL's key strategic accounts. Phil also leads the Customer Experience Team for EPL, the group accountable for customer advocacy and ensuring EPL has an outside-in per- spective. Phil has worked extensively in the CU system, with CUNA Mutual, MEMBERS Development Company and many different credit unions. EPL, formed in 1977 by credit unions and headquartered in Birmingham, AL, offers solutions to credit unions with a focus on open architecture, power and versatility.

Using Core Systems for a Competitive Advantage

EPL is driving another emerging open solutions initiative involving device integration. EPL is building a hardware product called the Device Bridge®, an open platform run completely from the server rather than on workstation PCs, to provide total peripheral device connectivity to the host processor. This will enable “plug & play” device swapping. At first blush it may seem that this is overkill, but when you start to count the number of devices credit unions use and consider the fact that each device requires drivers locally installed, device integration starts to make a lot of sense.

For instance, a credit union might use the following types of devices: PIN pad, signature pad, ATM, deposit m/c, ACD, coin dispenser, check reader, cash recycler, receipt printer, check printer, document/forms printer, thumb/fingerprint and/or other biometrics scanners, Check 21 device, security camera, document scanners, MICR printer, retail POS devices, barcode scanners, general printers... and the list continues. Like CU Hub®, the Device Bridge® is also data processor independent and gives the credit union access to best of breed devices without the need for other core processors to embed device drivers in their core processing application. The openness empowers credit unions to cost effectively upgrade or swap as needs change, to support multiple vendors with a single platform, and to reduce costs and create competition for ongoing savings and better service.

Effective cross-selling and next best product offerings are hot items for credit unions right now. EPL offers LOANSPQ, a solution to enable members to apply for consumer and mortgage loans via any channel the credit union operates, including: online, in-branch or via call center. Credit cards, auto loans, products for say A and A+ paper, instantly receive This enables lending officers to work with mem- the credit and securing the loan for the credit a single completed application to present the opportunities based on the credit union’s entire provides next best product analysis functionality employees.



members who have lower credit scores on improving union. LOANSPQ uses credit data analysis from member with pre-qualified cross-sell and up-sell roster of consumer loan products. LOANSPQ also that includes incentive and reward tracking for

Because EPL is credit union-owned, our mission mission is to change the rules of data processing what is most advantageous for their business and any one system – credit unions need control and

revolves around what is best for credit unions. Our and that means we empower credit unions to do their members. They should not be locked into flexibility to run their operations as they see fit.

To support EPL’s credit union driven mission, the i-POWER core system has been designed with constant input from our Customer Advisory Group. In practice, this means that our browser-based system is extremely functional, intuitive and meets the needs of front and back office employees. Plus, EPL offers exactly the same system and functionality in both in-house and service bureau (data center) modes.

This brings us to the realization of EPL’s strategy: changing the “rules” of core processing. How? Focus on providing the premier data processing experience for our customers as well as seamless integration of credit union technology and operations through open architecture processing (i-POWER), CU Hub® and the Device Bridge®. EPL is dedicated to providing high quality, affordable solutions such as these – and many more – to credit unions nationwide.



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