

## *Using Core Systems for a Competitive Advantage*

Credit unions that are looking to stay competitive in a hyper-competitive environment need to have the ability to easily and quickly integrate off the shelf products with their core system. There is no time to wait – they need “get it now” functionality as new products come online. The fact is that custom proprietary software just takes too long to develop and is far too expensive for most credit unions.

One example of this is using Excel to access the enormous amount of data stored in the core data processing system. Excel is familiar, easy to use and affordable. Another example is Crystal Reports – we use this popular application to easily analyze data and pull custom reports off of our system via a standard ODBC interface. Finally, we provide open APIs (application programming interfaces) to our system so that the credit union is free to use a wide variety of third party programs to interface with their mission critical member data.

With Microsoft SQL Server on the backend, our clients have the flexibility to access important information and use it for a myriad of purposes: cross selling, recommending next best products, tracking member behavior and interactions, fraud prevention, and much more. Senior managers can set threshold levels and alerts so that they will have an accurate view of how they are doing with both loans and deposits. Plus they have complete visibility into all of their channels: the branch, ATMs, online banking, IVR, etc.

It is important to note that at Enhanced Software Products, Inc. (ESP) we do not believe in offering dozens of expensive modules – virtually everything is available to all of our credit unions clients, they can simply use additional functionality as the need arises. It doesn't make any difference if they are in-house or service bureau, or if they are a small \$1 million asset credit union or a large \$1 billion asset credit union, each and every one of our FORZA<sup>3</sup>™ clients get access to the same full featured and scalable platform.

While our technology is state of the art, no company can rely on superior technology alone. We have maintained a strong focus on Research and Development over the past ten years, but we have an even deeper commitment to customer service. Our goal is to provide the credit union movement with the same levels of technology that large banks have while at the same time delivering personalized, knowledgeable and timely customer service. Our core philosophy is to partner with our credit union clients and help them succeed in whatever they want to do through the consistent delivery of high quality software and support.



**Sam Davis** is Vice President at Enhanced Software Products, Inc. (ESP). Sam is part of a management team that is a balanced group of both technology and Credit Union industry professionals because we believe that a pure technology approach often loses its focus on the business it is supposed to be servicing. For almost 8 years, ESP has focused on redefining the standard high tech company model. Our initial product was acquired in 1996 from a very large publicly held company. Within 6 months, customers were not only happy but also ready to act as references for ESP. As a privately held company, ESP has been able to focus on what we feel is important to our customers while many public companies are focused on meeting stockholder expectations. ESP is growing steadily - not through merger and acquisition, but through pure quality and performance.