

BUILDING LOYALTY & MARKET SHARE THROUGH ENHANCED ONLINE SERVICES

Every credit union must have an effective, yet user-friendly Internet banking system to be competitive in today's environment. Internet banking and bill pay systems offer members an incredible level of service and convenience that members enjoy and have come to expect. However in order to be successful, they must focus on education, security and usability.

It's critical that credit unions educate their members on what security measures are in place with their respective Internet offerings. Credit unions must continually communicate to keep their users in a state of confidence that everything is being done to protect a member's privacy from a technology standpoint. With respect to usability, how the system navigates and whether your system is online or not can also make a difference and influence adoption. We think it's vital that all systems be consistent and offer the most current information available. We don't think usability is just about "navigation" per se - although that is important - it's also about accuracy.

Without a doubt, bill pay is a critical element in both member satisfaction and ultimately ROI. In addition to the importance of bill pay, we believe Internet business solutions - whether you call it Cash Management or Treasury Management - targeted to small, medium and large member-owned businesses have the best opportunities to generate ROI and ultimately enhance member loyalty.

At Jack Henry, we offer a full complement of Internet solutions for our clients. Included in our NetTeller suite of Internet products, we will develop and host their websites, we offer Internet banking, Internet bill pay, and an Internet cash management solution. These solutions are delivered via an ASP environment, which takes a significant amount of the technical burden off the credit union.

We've also given the credit union the ability to deliver consistent, up-to-the-second, information back to their members. Telephone banking systems, teller systems, the ATM channel and the Internet banking systems are all integrated to give the same data to the member at any point in time. We have more than 1,000 financial institutions using one or more of our Internet solutions, and this integration is a key element to making their Internet deployments successful.



Jack Prim is CEO of Jack Henry & Associates. Jack Prim began his career in the financial field in 1977 as a sales representative. In 1985, after eight years of learning the business, honing his skills and earning an MBA, Jack was hired at Broadway & Seymour, Inc. When Jack Henry & Associates acquired BSI's Community Banking Division, Jack Prim's decisive management style and continued successes made him the natural choice for General Manager of OutLink Services, a newly created division. After five years he was named General Manager of E-Services, a new business unit formed to combine electronic processing and outsourcing services to JHA customers. In July 2001, Jack was appointed Chief Operating Officer, where he focused JHA Operations on customer satisfaction and continued the Company's consistent growth pattern. In January 2003, Jack Prim took over as President of Jack Henry & Associates and then as CEO in July 2004.