

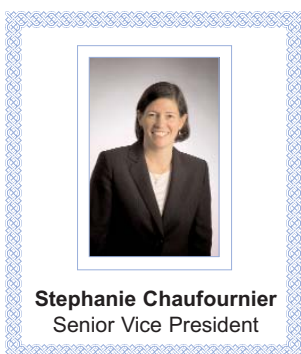
## Online Banking: Expanding the Channel with Convenience and Security

Internet banking and bill payment are currently staples of many credit unions' offerings; in many respects, now is the time to incorporate new services such as online account openings, loan originations, expedited bill payments, stored value cards and personal financial management. By delivering these premium solutions in a more segmented manner, credit unions can become their members' primary financial institution by really enhancing the convenience factor of the online channel while simultaneously increasing both fee income and member satisfaction.

Perhaps the biggest short term distraction to building out the online channel is the current focus on complying with the FFIEC strong authentication guidelines by then end of 2006. We see great opportunities in implementing stronger authentication and feel that credit unions should welcome these much needed changes. We have responded by delivering an unobtrusive software-based solution that is unique in that it covers both online banking and online payments. We are working hard to fulfill our plan of having most if not all of our more than 800 financial institution clients onboard with these added security levels before the January 1st deadline.

Strong authentication can act as enabler for a whole new realm of online services. Credit unions can confidently add more services, increase the value of the online channel, and garner much needed fee income. For example, we see a great future in expedited bill payment – a premium same day payment service that is facilitated by our unique ties to billers and our patented real-time payments architecture. Online automated lending, sophisticated money transfer options and new member account openings will also benefit greatly from increased security levels, just to name a few examples.

We also offer a powerful personal financial management suite called Money HQ<sup>SM</sup> which transforms your online banking and bill payment site into your members' primary financial center. With a consolidated view of all of their assets and liabilities in one place, members are able to make better financial decisions. Money HQ<sup>SM</sup> allows them to transfer funds between accounts, execute payments, and set alerts based on account balances and due dates. Members see their credit union as their primary financial institution and the hub of their financial life, while the credit union enjoys added cross-selling opportunities.



Any credit union will benefit from implementing our completely integrated, end-to-end online banking/bill payment system, but smaller credit unions will especially reap the rewards. Online Resources can act as their branded call center to handle all of their members' questions, and our service representatives can help them cross-sell new products and services based on each member's particular needs. For instance, we have had excellent success rates with cross-selling bill payment to credit union members who were previously just using basic online banking services. Credit unions have looked to us since 1989 for a single point of accountability and to provide them with the absolute latest in technology, marketing, and research and development.



**Stephanie Chaufournier** is Senior Vice President & General Manager, Banking CSP Payments Services at Online Resources Corporation where she is responsible for Online Resources' payments services to financial institutions. Prior to this position, Stephanie was responsible for Product Management across the Banking Division and was charged with developing and managing online financial products. In 2000, she joined Online Resources from Inovix Imaging Technologies where she was chief operating officer for the high tech start-up. She has held general management responsibilities at American Express Company where she served as corporate vice president in the Office of the President. At American Express Bank, Chaufournier held responsibilities in strategic planning and development and product management and marketing. Chaufournier holds a bachelor's degree from Denison University and a master's degree from Johns Hopkins University.