

CORE SYSTEMS - DEPLOYING NEW FEATURES/FUNCTIONALITY EFFECTIVELY

When a credit union converts to a new core system there are so many things they want to implement and accomplish. Yet they often find themselves caught up in basic issues and getting their staff properly trained. It is incumbent upon us to not only make the conversion as easy as possible, but to make them aware of all of the features and functionality available with their new system.

Even with new releases there can be communication issues. The IT Department may receive and install them, but often times others in the credit union will be unaware of enhancements that will make their jobs easier. We have tasked two groups with solving this problem: our Account Executives and Consulting Group. Account Executives are trained on our new releases and can make sure that the word gets out to the clients in their region about what is in each new release and the advantages of that particular upgrade. Our Consulting Group, consisting of industry knowledgeable individuals, can come in and perform a system utilization study that will deliver significant ROI for the credit union.

We utilize the feedback that both groups receive from our CU partners to constantly enhance our Episys and Cruise systems. The goal is to empower our clients to deploy our system functionality that keeps them moving in the right strategic direction. No two credit unions use our system in the same way - each has its own processes, values and business objectives. With our systems, credit unions can design the screens and workflow around their way of doing business which makes their employees much more efficient. Customized workflows mean that the staff is presented with consistent, easy-to-use screens that are tailored to their needs.

The small business member market is critical to the success of both Symitar and our large customer base. We are very fortunate to be able to tap into the expertise of our parent company Jack Henry, which has many years of experience on the commercial banking side of the business. Plus, most of large clients have been very successful with member business services to date, so we are able to draw upon their invaluable experiences as well.

Even with a tremendous twenty year plus track record and an unparalleled customer retention rate, we are always on the look out for new solutions that will provide significant benefit to our client base. We have recently added new fraud detection and ATM monitoring solutions to our team and we look forward to continuing to deliver a full array of products and service to the credit union movement in the years ahead.



Bruce H. Cormode is Symitar's President and CEO. In 1988, Cormode joined Symitar as the company's Chief Operating Officer. Building commitment and initiative throughout the company, Cormode has played a major role in Symitar's success and is widely respected by the company's staff, client base, and other credit union professionals. Therefore, his move to President in 1999 was a natural one.

Before joining Symitar, Cormode acted as Senior Vice President of Information Systems at Mission Federal Credit Union, where for approximately ten years he maintained the credit union's own data processing system until the installation of the Symitar solution.