

Core Systems as Multilayered Data Management Systems

Without a doubt, many smaller credit unions want their core system to be a “one stop shop” and we work to fulfill this need for them. It can be overwhelming for them to work with and manage numerous vendors. That said, the reality is that the core system can’t be all things to all people, especially with financial technologies changing so rapidly. There are so many FinTech companies in the marketplace and they are always introducing new products and services that credit unions may be interested in offering to their particular membership base. Our philosophy is very simple in this regards: always help the credit union do what is in their best interests even if it means not selling them any of our add-on software modules.

In practice this philosophy demands that we devote considerable amount of our developer resources to both enhancing our core system with requested features and functionalities, as well as providing APIs that are as full functional as possible. A perfect example of this is Mobile Banking – we provide a basic mobile banking Web option, but the reality is that we could never compete with the dedicated mobile banking vendors who provide specialized IOS and Android apps as their core business competency. Our larger CU clients – some of whom are over \$1B in assets – need specialized digital banking solutions so we work closely with them and their chosen partner to make it as seamless as possible to integrate their system with our FORZA3™ core processing platform.

Meanwhile a smaller CU – perhaps a ten-million-dollar credit union – can affordably use our Mobile Banking and Home Banking solutions. Some of clients use our Home Banking module and outsource their mobile banking – again we want what is best for our clients and will support them in a consultative manner in any way that we can. Our Home Banking platform has been our most used ancillary service since day one – our clients love our solution and the functionality and price are unparalleled. They especially like the fact that we also provide services like E-Statements, E-Notices, Bill Pay (w/ Single-Sign-On), Intuit Quicken/QuickBooks, Future Advisor, and MoneyDesktop. As for items such as ATM and Debit Card Processing, the same concept applies: We can partner with any vendor that our clients prefer, and we strive for fast and smooth implementations, and we are here to support the ATM and card strategies that are best for their individual demographics.

The financial services sector is chock-full of data processors that have solutions that will “fit” with what the majority of CUs are looking for, and all core systems do essentially the same thing which is handle transactions accurately, and safely store and move data. When credit unions sign on to work with ESP, we see them as long term partners and we are truly vested in their success. At the end of the day, our “secret sauce” is our dedicated people who are fully committed to delivering exceptional personalized customer service and technical support.



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Matt Lefler is Vice President at Enhanced Software Products, Inc. (ESP). He directly manages Client Services, Programming, and Technical Support teams. For over 23 years, ESP has focused on providing core processing strictly to credit unions. Its philosophy centers on nailing three key elements: service, integration, and pricing. With those elements, ESP has empowered its clients to grow and remain competitive, year after year. As a privately-held company, ESP is responsible to clients solely, not shareholders.