

Online, Mobile, Network & Physical - Securing the Spectrum

The current financial services market is a highly competitive arena. We find that our clients now emphasize their mobile and online channels, as those channels are increasingly appealing to consumers due to the convenience and self-service capabilities they deliver. The cost-reduction benefits of these channels are also attractive to credit unions, as they enable them to elevate service levels and process exponentially higher volumes of transactions without the need to add additional staff or resources. The growing use of self-service options frees the credit union employees to improve productivity and in-branch member service.

The key security strategy we suggest to our clients for mobile and online channel services, which comes from our experience with hundreds of credit unions, is one of "balance". Essentially, we urge credit unions to continue to focus on the critical security requirements needed for mobile and online channels, but do not forget the rapidly evolving importance consumers are placing on convenience, self-service and ease-of-use. In today's competitive market, having a secure service is extremely important, yet being too security "heavy-handed" such that ease-of-use and member convenience are sacrificed may not serve the institution well longer-term. Therefore, balancing your security considerations with the ability to meet emerging membership service expectations will undoubtedly serve the credit union well.

Prioritization of just about any project and business requirement is challenging for all companies today with limited resources and/or budgetary constraints. IMM's mobile and online service solutions directly and natively address today's established security requirements, allowing them to properly secure these channels without additional funding burdens or resource outlays.

IMM has established a reputation for bringing innovative technology solutions to the credit union market that enhance the way business processes and functions can be performed - without sacrificing security considerations. Currently, one popular solution that directly speaks to the effective balancing of security with service/convenience is our cloud-based eSignature solution, Document Exchange. This product enables credit unions to securely send documents via the cloud (secure internet) directly to members for review and eSignature. Once the member is authenticated, they can then view and eSign the documents from wherever they might be located and at any time of the day. This solution is the ultimate proof-point that convenience and service can be effectively balanced with security, achieving a "win-win" for the credit union and their members.

IMM's overall paperless processing philosophy, which permeates the full spectrum of our solutions, also helps credit unions secure their technology channels. Our solutions create a totally electronic transactional environment, reducing the generation of paper documents inside the credit union. By eliminating paper we also eliminate the traditional concern associated with securing the physical document and its contents. With IMM's electronic solutions, credit unions gain efficiency benefits from the electronic processing environment while enhancing their security initiatives at the same time.

IMM's technologies primarily address credit unions' online and mobile presence without sacrificing the emerging importance of member services levels. Our solutions continue to emphasize the traditional importance of security, but balance that against the emerging importance of member services and convenience as previously mentioned. Our solutions create a totally electronic environment, enabling credit unions to realize higher levels of security than possible with physical paper documents. This is a great benefit to the credit unions, which can secure the members' personally identifiable information contained on most documents generated or processed as a part of the business transaction.

Our solutions generate electronic documents, which are eSigned by the member, stored electronically in the institution's imaging or ECM solution, while also being made available to the member in accordance with regulatory compliance and governing acts. Some of the most frequently cited benefits are the cost-savings associated with paper reduction and the subsequent employee productivity gains realized. However, in the context of a security conversation, it is our belief that electronic document creation, eSignatures and document storage solutions dramatically reduce the security concerns traditionally associated with protecting paper-based documents. The simple elimination of paper in favor of electronic processes and transactions has a resounding and positive impact on any institution's security strategy.

Nish Shah Chief Technology Officer



Nish Shah

is the chief technology officer for Integrated Media Management® (IMM), a document output management

and automation technology provider specializing in the paperless technologies that automate the space between a financial institution's core host system and imaging backend. Joining the company in 2000, Shah leads the company's strategic technology initiatives in addition to managing all technical definition, design and product development. Shah has been a pioneer in teller capture solutions for Check 21 and instrumental in forging the interfaces with many of the financial institutions' CORE system providers. Shah started at IMM with more than ten years of experience in systems architecture, workflow automation, electronic forms, output management, document imaging systems and various leading software technologies. Shah holds a bachelor's degree of computer information systems from DeVry Institute of Technology in Phoenix, where he graduated with honors.

Contact Info

www.immonline.com