



Driving More Efficiency From Core Systems

An intuitive and easy-to-use interface is essential to improving staff efficiency levels, but tools that allow the credit union to capture a super user's knowledge and translate it into workflows that allow the most inexperienced users to step through the process and reach the same conclusion as the super user are the real win. Also, tools that bridge systems together eliminating redundant input and delays in moving information through the organization translate into savings and competitive advantage.

Eight out of 10 credit union executives on the CUNA Technology Council have selected Symitar® core platforms, speaking to the deep functionality and operating flexibility our systems provide, as well as their broad industry acceptance.

The ability to easily and quickly integrate third-party applications to the core is essential to any progressive credit union. A lack of connectivity will delay or even halt efforts to deploy new products and services, which cripples a credit union's ability to meet time to market and consumer demands. Credit unions should have the choice in deciding which ancillary products are best for their institution - such decisions should not be dictated by the core vendor or dependency on the core vendor's development resources.

Symitar's open infrastructure currently interfaces with more than 1,500 vendor applications and provides credit unions the tools to independently bolt on additional products with ease, encouraging rapid, ongoing adoption of new technologies. We also support the CUFx initiative to define standards that reduces the cost, strain and delay of integrating third-party products with the core.

In terms of a service bureau solution versus an in-house system, very truthfully, the efficiency and cost effectiveness to outsource is largely dependent on the specific credit union. While outsourcing has traditionally been considered best for smaller credit unions, with larger ones favoring an in-house solution, we have seen that trend wildly disrupted. Currently, more than 15 of our 100 plus credit unions running in an outsourced environment have assets ranging \$250-\$600 million. In addition, we have two credit unions well over \$1 billion in assets that have elected to outsource their processing.

At a high level, factors such as size, geography, and available staff resources all play into what's going to work best for that institution. These components can be interrelated or not. Smaller credit unions may prefer to outsource because of its obvious benefits to cost and time commitments. However, that does not prevent larger ones to also take advantage. Outsourcing can offer credit unions based outside of the continental U.S. or in very rural locations a better alternative from a service perspective, and add a heightened sense of security to those in areas more prone to natural disasters. Credit unions concentrated where recruiting and maintaining appropriate IT personnel is limited may also see outsourcing more viable.

Regardless of what Symitar credit unions decide, an in-house or service bureau environment, they benefit from the same infrastructure, technological advancements, and compliance adherence any Symitar system provides.

According to Q1 2013 data, credit unions leveraging the Symitar Episys® core system beat out most of the industry in averaging an 81 percent efficiency ratio. In fact, 48 of the top 100 credit unions with \$250 million or more in assets run on a Symitar platform. Our credit unions consistently outperform their peers; a few reasons why include:

- 1) **Functionality.** For almost three decades, we have delivered at least two major releases annually just for the Episys systems. While other cores struggle to catch up, we continue to enhance and strengthen our platforms with a clear technology plan;
- 2) **Flexibility.** Symitar is scalable for any size institution, and that's only aided by the scope of customization we offer through tools such as PowerOn. Credit unions can create new functionality on their own, work with us or receive assistance from any number of independent consultants;
- 3) **Connectivity.** We do more than provide credit unions with a robust integration toolset, but also ensure technical support directly to the vendors our clients choose;
- 4) **Stability.** More than 750 credit unions currently rely on Symitar platforms for their data processing needs, ranging in assets from \$1 million to \$10 billion; and
- 5) **Community.** Our user communities are very active and engaged. In addition to yearly educational conferences, several regional user groups host their own annual meetings around the country to share ideas and solutions with their peers.



Ted Bilke
President

Ted Bilke is President of San Diego, CA-based Symitar. Symitar, a wholly owned subsidiary of Jack Henry & Associates (Nasdaq: JKH), is the single source for totally integrated, enterprise-wide automation that credit unions need to execute dynamic business strategies. Our client-centric solutions are supporting more than 700 diverse credit unions by blending unmatched personal service ... innovative products and services ... state-of-the-art technology ... in-house and out-sourced operating alternatives ... and integrity-based business relationships.

