

### *Implementing Growth Strategies with the Help of Core Systems*

When it comes to helping credit unions deliver competitive products, KeyStone's open architecture allows credit unions to pick and choose just about any third-party vendor with which they would like to work – and integrate with their core (KeyStone in this instance). A credit union that knows its membership well will know what products and services will meet their members' needs. It has the freedom to query nearly any vendor that can provide a solution to their members' specific needs.

Instead of pigeonholing a credit union into a narrow, financial services ecosystem, KeyStone literally opens the gates to an ever-growing world of third-party vendors – however narrow their niche may be – that will cater to an increasingly savvy membership. This openness, in turn, helps boost a credit union's relevancy amongst today's disruptors and bigger banking foes to provide any product/service on the market today.

Corelation uses the same API that it provides the vendor community, which translates to opening up every transaction to the core processor's providers. As a result, credit unions now control what they want their membership to self service, not the core.

On the lending front, the good news is that at many of the larger credit unions nationwide, lending is at an all-time high – especially in automobile lending. At many of the smaller credit unions, however, that story may not jibe. For this reason, and to maintain larger credit unions' stellar performance, KeyStone's loan application workflow is like no other.

Credit union loan documents are stored directly on the core system for easy access. There are also links throughout the system that allow quick revisions and additions of member loan information. A complete member profile is provided throughout the loan process, which, again, allows for quick information retrieval and a comprehensive picture of the member's financial status for any adjustments within the processing.

A smooth, seamless, and "all-encompassing" workflow in the lending process allows for an easy transfer of information, enhancing processing time for a more productive and efficient lending department. As a result, there are no hurdles to keep a credit union's lending department from performing at peak levels at any time.

Features our KeyStone platform will best assist credit unions in pursuing their growth strategies consist of direct integrations with RouteOne, CUDL and DealerTrack Indirect Lending platforms. They can greatly expand the reach of any credit union.

Other features include:

- Commercial Lending
- Accounts Receivable Loans
- Construction Loans
- Participation Loans

In addition, omnichannel capabilities through the API can vastly improve growth strategies. By accessing all the data in the system including cross sell, CRM, and workflows, there can be one set of logic regardless of the communication channel – which also means one system of record and logic.



**Theresa Benavidez**  
President



#### Contact Info

[www.corelationinc.com](http://www.corelationinc.com)

**Theresa Benavidez** is President of Corelation Inc., a core processing developer for the credit union industry. She has spent her entire career working directly with clients in the credit union industry. Her primary focus has always been in the areas of client service and product delivery/installation. She has worked tireless hours with many in the industry, from executives to IT staff to teller trainees, to ensure the success of conversions, system upgrades, and client support. Theresa and Corelation's founders have spent their entire careers creating core systems and providing unparalleled client service, and are proud to offer credit unions their new KeyStone core processing system.