

Implementing Growth Strategies with the Help of Core Systems

Efficiency is a Growth Strategy

Credit union growth is fueled by competitive products, and key to offering those products is the core platform. The Episys® platform offers efficiencies through scale, and by that I mean as more members adopt a product, the cost per member of providing that product decreases.

At Symitar® we help our credit unions achieve that with fixed pricing models that enable customers (both in-house and data center) to add products with minimal, if any, incremental expenses. Also, through core automation and workflow capabilities, credit unions can scale up with minimal labor costs. A simple example of this is the way online account applications can reduce or even eliminate the variable costs of opening new accounts or applying for loans.

Numerous member profitability studies tell us that the more products a consumer takes, the more profitable that member will likely be to the credit union. Providing broad flexibility in the product types a credit union can offer is an important requirement to capture more and more of the consumer's banking activities. This is true for both consumer and business accounts.

We provide not only a wide range of top-of-line products built to operate with Episys, but simplified and efficient integration of third-party products. Our robust, modern integration toolset is second-to-none, so the range of potential products is very large.

Support for Lending

Many credit unions choose to make lending a significant part of their growth strategies. The overall depth and maturity of the Episys platform provides a broad range of consumer and commercial capabilities. Consumer capabilities range from traditional car and boat loans, to consumer debit and credit cards, to mortgage and construction loans.

On the deposit side, our core processor supports sweep accounts, merchant capture solutions, account analysis, ACH origination, and positive pay. On the business lending side, we support umbrella loans, interest only, equipment, and commercial real estate loans, lines of credit, and more.

Creating Power Users

One of our most significant offerings for customers is SymAdvisor™. This is a service in which experts on both credit union processes and Episys work with customers to maximize the value of the platform. We perform deep engagements with credit unions to ensure they are aware of the broad range of capabilities available in Episys, and that the products they choose are streamlined and efficient.

In addition, we have a data warehouse solution for Episys called Advanced Reporting for Credit Unions™ (ARCU) that helps customers analyze their membership based a wide range of data points. They use it to identify opportunities to benefit both the member and credit union. Arming our customers with accessible business intelligence provides an additional, increasingly necessary foundation for growth.

Adding It Up

These qualities – from efficient operations to competitive product offerings – put credit unions on a growth trajectory. We see it in both our new and long-term customers; the core platform makes a critical difference.



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Tede Bilke is President of San Diego, CA-based Symitar®. Symitar, a division of Jack Henry & Associates, Inc.® (NASDAQ:JKHY), is a leading provider of integrated computer systems for credit unions of all sizes. Symitar has been selected as the primary technology partner by more than 800 credit unions, serving as a single source for integrated, enterprise-wide automation and as a single point of contact and support.