

### *Core Systems: The Foundation of Your Member's Experience*

Plain and simple, businesses do not exist without customers. Here at Corelation, there is a very personal approach to that idea due to the fact that our customers are credit unions and their existence is based on partial owners as shareholding members of the credit union. That said, it is absolutely key that the core is designed with the member's best interests in mind to provide an efficient, dynamic, and overall satisfying experience. Beyond the obvious basic needs of accuracy and security, a huge factor for customers is convenience. Our goal and a current tagline here at Corelation is to offer "more in the core." We hope to make member's lives much more convenient by offering credit unions the ability to offer their members products and services that will span the breadth of their financial needs. This will promote both member loyalty and hopefully attract new membership when existing members mention their experiences.

We agree that ease-of-use from an end-user perspective is extremely important. In addition to a clean, easily navigable, Windows-based user interface and numerous features that come standard with our KeyStone core, we also provide credit unions with the ability to choose services from third-party vendors that they feel will best meet their members' needs through the use of KeyBridge. KeyBridge is an interface tool that allows end-users to focus their attention on member needs and work seamlessly within the KeyStone core rather than having to stumble around on a cumbersome system and navigate to multiple locations for varying member needs.

We are in the business of building the best core system possible for credit unions. From the smallest to the largest, we aim to be of service to all credit unions. With that in mind, our company was founded by a team who has spent the majority of their careers serving the credit union industry. This holds true throughout our company. We are all well-versed in what credit unions are from the ground up. Based on experience, we know the fear that comes along with the idea of a system rewrite. With that in mind, KeyStone was designed with the most current tools available and an open architecture to allow for an ongoing evolution. In addition, we also know that some of the greatest ideas will come from the users. To make the best use of those potential ideas, we have a Technical Committee in place comprised of our Chief Technology Officer, Jeff Dent, and a group individuals with extensive credit union and IT experience from credit unions of varying asset and member sizes. Meetings are held quarterly to discuss all issues related to stay abreast of technology and development factors in the credit union industry. With ideas and direction coming directly from players in the game, we are confident in our ability to not only stay competitive, but be an innovator as well.



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#### Contact Info

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**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.