

Are *You* Ready?

It's Me 247 Online Banking
is coming to your members on
December 5!

Rollout Update
November 20, 2007

It's *Me* 247
Online Banking

Beta Test Report

➔ 15 beta-sites testing with credit union staff

- Community
- CorePlus
- First Trust
- Forest Area
- Frankenmuth
- GR Family
- Kenowa
- Kent County
- Lenco
- Muskegon Gov't'l
- Onaway
- Prospera
- TBA
- Unison
- Western Districts

➔ A few bumps, but so far it's been an excellent beta!

- Attention Beta CUs: Alert staff to sign on for a load test on Monday, Nov. 26 between 9-10 am ET

➔ Loose ends still being tied up:

- Usage Statistics - in testing now
- CU-defined Related Links ("Helpful Links") - in testing now

Implementation Plan

Planning for Release Day

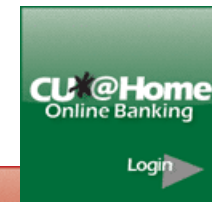
It's Me 24/7
Online Banking

No More Direct Logins

➔ You must get rid of this:



➔ ...and replace it with one of these on your website:



➔ Use the web snippet and these will automatically switch to It's Me 247!



Get instructions for your webmaster In the Kitchen:
<http://www.cuanswers.com/kitchen>

Login Redirects

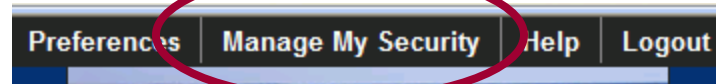
- ➔ On the morning of December 5, all badges will automatically switch to the new logo



- ➔ The URL will not change, but will redirect
- ➔ After launch, we'll be in touch with instructions to change your URL links to...

Watch For...

➔ Managing My Security



- Links directly to the PIB Profile website login page
- Only appears if you allow members to adjust PIB profiles online

➔ Loan application will launch in separate window with same familiar look as before

➔ Quicken QFX downloads

- Available 1st Quarter 2008 (beta testing starts soon)
- Will launch this separately; more information coming soon!

On December 5

- ➔ CU@*HOME will be brought down at approximately 4:00 a.m. ET for everyone (online, self proc, CU*)
 - Splash page will indicate “we’re installing **It’s Me 247**”
- ➔ Starting at approx. 5:00 a.m. ET we’ll begin making the file changes (will dial in to self proc, CU*)
- ➔ **It’s Me 247** will be brought up nationwide between 8:00 and 9:00 a.m. ET on Wednesday, December 5
 - All redirects will be in effect at that time
 - All CU*@HOME badges on websites will switch to the **It’s Me 247** logo

After December 5

➔ New URL for Online Banking:

<https://www.itsme247.com/###>

➔ New URL for Membership Application:

<https://www.itsme247.com/###/MembershipApplication.aspx>

**For the ###, substitute your
credit union's 3-digit ARU/online banking ID**

Marketing to Your Members

Trying a different approach to reach a special group of members

It's Me 24/7
Online Banking

We're Marketing Already



➔ Free marketing and security education for your members... and you don't have to lift a finger!



We'll keep reminding your members of the release date on the login and OBC pages

Get instructions for your webmaster In the Kitchen:
<http://www.cuanswers.com/kitchen>

Marketing To Your Members: **Member Reach**

- ➔ Contact Julie Gessner (jgessner@cuanswers.com) if you want your members to receive the **It's Me 247** marketing from this month's Member Minutes e-newsletter
- ➔ Also check out some new messages in the Member Reach message library (via Member Connect in CU*BASE)



Marketing To Your Members: **CU*BASE Member Connect**

- ➔ Use your channels: Emails, home banking messages can be sent any time using Member Connect

Dear Member...

“We’re excited about a new look for online banking coming on December 5! Have you checked out the prototype for **It’s Me 247** Online Banking yet? Visit our website and click the Online Banking Community button today!”

Dear Member...

“On December 5, CU*@HOME will be changing to **It’s Me 247** Online Banking! You’ll still be able to look at your accounts, transfer funds, and take care of your business just like you do in CU*@HOME now, with a fresh new look that can even be personalized with your favorite colors and pictures!”

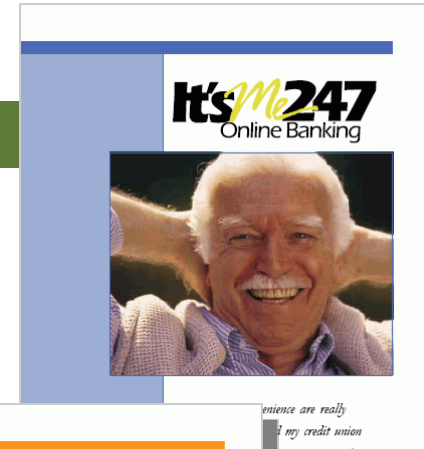
Marketing To Your Members: **Lobby Brochures**

➔ Specs

- 8.5" × 11" folded in half
(finished size 8.5" × 5.25")
- Full color, double-sided, folded
- NOT sized for statement inserts

➔ Will customize with your CU logo, address, and website

➔ Choose one or all three...
let members pick up the one that says "It's Me!" to them



Marketing To Your Members: Lobby Brochures

➔ Inside text is generic except for your CU website URL

It's Me 247
Online Banking

Bringing Access to Your Accounts, Your Way!

With **It's Me 247** Online Banking, you can keep in touch with your credit union accounts any time, from any place life takes you! If you have a computer and a connection to the Internet, you can use **It's Me 247** Online Banking to check balances, transfer money, and stay connected with your credit union accounts around the clock.

Why It's Me? Because it's *your* credit union! You are a member... you are an *owner*. Whether you visit the credit union online or in a branch lobby, we want you to see yourself reflected in the credit union. With built-in security and personalization features, **It's Me 247** Online Banking lets you access your accounts, *your way*.

All You Need to Use It's Me 247 Online Banking Is...

- Connection to the Internet through an Internet Service Provider (ISP).
- Internet browser software, such as the latest version of Internet Explorer or Firefox. *WebTV is not supported by It's Me 247.*
- The browser must use 128-encryption. To check the encryption level, from the Help menu, choose About... and look for a cipher strength of 128-bit strength.
- The browser must have JavaScript enabled, and the privacy settings must allow session cookies.

Remember that as security requirements and the Internet world change, so will these requirements. If you have trouble accessing It's Me 247 Online Banking features, the first step is always to upgrade your browser software. For more information, visit www.itstime247.com/help.

Tips for First-Time Users

The first time you log in to your accounts in online banking, you'll need to enter your account number and temporary password. Your temporary password is the last four digits of your Social Security number. You'll be required to change that to a permanent password in order to finish logging in the first time.

- To keep your accounts secure, choose a password that is easy for you to remember but difficult for others to guess.
- Don't use a birth date, or a child's or pet's name. Instead, use a combination of letters and numbers, or add symbols, or use a combination of uppercase and lowercase letters to make it more difficult for someone to guess.
- Never write down your password or share it with others!
- Look for other tips on choosing a secure password when you log in for the first time.

After you log in, you'll be asked to provide answers to three Security Questions that you get to choose. If you forget your password later, you'll just need to answer these questions and online banking will help you set up a different password and get logged in.

Connecting to It's Me 247

- Enter www.abccu.com in the address line of your browser software.
- When our website appears, click the **It's Me 247 Online Banking Login** button.
- Enter your account number (or username, if you have one) and click Next.
- Enter your password and click Next. *If you have logged in before, you might also need to answer one of your chosen security questions, now.*
- First time users, follow the instructions on your screen to change your temporary password and set up your security questions and other settings.
- When the **It's Me 247** screen appears, you are in!

Want to log in with a surname instead of your account number? Ask a credit union representative today about using your Personal Internet Branch (PIB) profile to customize your online banking security settings.

PIB
Personal Internet Branch

It's Me 247
Online Banking
Login

Look for the Login badge on our website!

To order or view full-size PDFs, go to
<http://www.cuanswers.com/kitchen>

Marketing To Your Members: Statement Stuffers

➔ Specs

- 5.5" × 3.625" (buck-slip size)
- Full color, double-sided, folded

➔ Will customize with your CU logo and address on the back

➔ Intended for use as a general online banking marketing piece, not just for rollout

- Deadline for November statements is past, but we don't recommend a full-out campaign just yet anyway!

It's Me 247
Online Banking


What Can You Do With It's Me 247?

- Apply for a loan
- Check your account balances
- View the date and amount of your transactions, including deposits, withdrawals, transfers and payments
- Verify that certain checks have cleared
- Read messages from the credit union
- Stop payment on a check*
- Get advice about the right IRA for you
- View your statements online*
- Pay bills online*
- View images of cancelled checks*
- Transfer funds between accounts
- Download transaction information to your money management software (such as MS Money)
- Make loan payment from funds in your accounts
- Set up or change automatic transfers**
- Withdraw funds in the form of a check*
- Set up alerts*
- Assign nicknames to your accounts*
- Adjust how your paycheck and other electronic deposits are handled*
- Review loan payoff amounts and due dates
- Check current loan, savings, and certificate rates
- Open additional savings accounts
- Buy a certificate
- Change your password and security questions
- Notify the credit union of your new address or phone number
- Choose personal preferences such as background color, photo album, and tracing page
- View current dividend and interest information

*Some of these features might require special activation. Ask a credit union representative if you need help!


Success Credit Union
123 Main Street
Anytown, US 01234
Phone (123) 555-1212
Fax (123) 555-1213
www.successcu.com

Check out your new Online Banking!



Why It's Me?
Because it's *your* credit union!
You are a member... you are an *owner*. Whether you visit the credit union online or in a branch lobby, we want you to see yourself reflected in the credit union. With built-in security and personalization features, **It's Me 247** Online Banking lets you access your accounts, *your way*.

ck our v ne ng!



Why It's Me?
Because it's *your* credit union!
You are a member... you are an *owner*. Whether you visit the credit union online or in a branch lobby, we want you to see yourself reflected in the credit union. With built-in security and personalization features, **It's Me 247** Online Banking lets you access your accounts, *your way*.

Marketing To Your Members: **YouTube Video**

- ➔ For \$350, you can customize the **It's Me** video with your CU information tagged at the end for television advertising
- ➔ Contact Fulvew Productions at 616-458-5822

Announcing It's Me 247 Online Banking



Marketing To Your Members: **Web/PC/DVD Video**

- ➔ Our Self Service Short has been updated for **It's Me 247**
- ➔ If you are currently running this on screens in your office contact mhaehnel@cuanswers.com for a free replacement



Marketing To Your Members: **It's Me Giveaways**

- ➔ It's Me promotional mirrors
 - 250 @ \$0.90 ea
 - 500 @ \$0.74 ea
 - 1,000+ @ \$0.69 ea
- ➔ To customize with your logo and place an order for these round compact mirrors, contact Mary Mills at Suttersmill:
mary@suttersmill.com
800-824-0594 x218



Item No: 1125

Marketing To Your Members: Artwork For Your Materials

➔ If you need artwork, color schemes or login buttons for your own marketing materials, visit the CU*Answers Kitchen!

It's Me 247 Artwork

[Jump To: Color Palettes](#) | [It's Me 247 Logos](#) | [It's Me 247 Icons](#) | [It's Me 247 Login Buttons](#) | [Return to the kitchen](#)

Color Palettes

Initially, **It's Me 247** Online banking will have 4 color palettes to choose from. This document gives color approximations for each theme. Not, due to variations in monitors, printing methods and color spaces, these colors will not look the same in all situations. However, they are the colors set in our initial designs.

- [It's Me 247 Color Palettes](#)

Blue Steel Logos

The following logos are in the Blue Steel color theme.

- Web Site Logo in JPEG Format (72dpi)
- Logo on White Background in JPEG Format (72dpi)
- Source Logo in Adobe Illustrator CS2 Format
- Source Logo in EPS Format (Adobe Illustrator CS2)
- Source Logo in EPS Format (Adobe Illustrator 8)



Carbon Logos

The following logos are in the Carbon color theme.

- Web Site Logo in JPEG Format (72dpi)
- Logo on White Background in



<http://www.cuanswers.com/kitchen>

Thank you!

We'll have another update mid-December to see how things are going!

It's Me 24/7
Online Banking