CU*ANSWERS

Our Next Adventure

LEADERSHIP CONFERENCE 2022

WELCOME!

Thanks for joining us on this adventure!

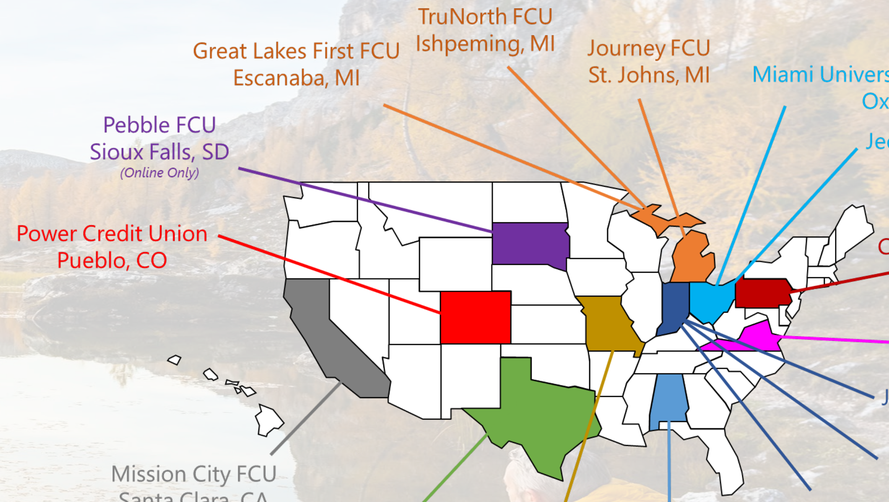
The Plan for Today

- Big-picture strategies from the CEO's vantage point
- Let's hear from some other voices
  - Conversations with key teams on what your CUSO has been up to, and what's coming in the next year
- Lunch at the Amway Grand
- More conversations with our teams
- Wrap-up

Greetings to New Peers!

New Peers to Greet

16 **New CU*Answers clients in 11 states since last time!**



CU*ANSWERS
A Credit Union Service Organization

All CU*Answers clients under contract as of 4/1/2022

Setting Conversion Records in 2021

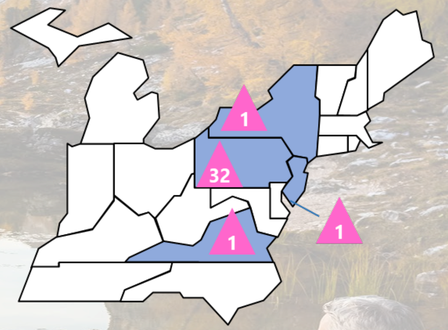
- 46 conversion/merger projects since we last met!
  - 28 new client conversions
  - 2 new Servicer Edition clients
  - 1 start-up CU
  - 9 mergers
  - 6 deconversions
- Fiscal year 2022 already has 41 projects scheduled

Partnerships Update: CU Axis

CUaxis
a community for credit unions

cuasterisk.com

35
CU*BASE Credit Unions
in **4** States



Includes all clients under contract as of 4/1/2022

The 2022 “Spirit of CU*Answers” Award

EST 2011

Vizo Financial

for their partnership on the

CU Axis

initiative

Accepting the award today:

Charnell Etzweiler

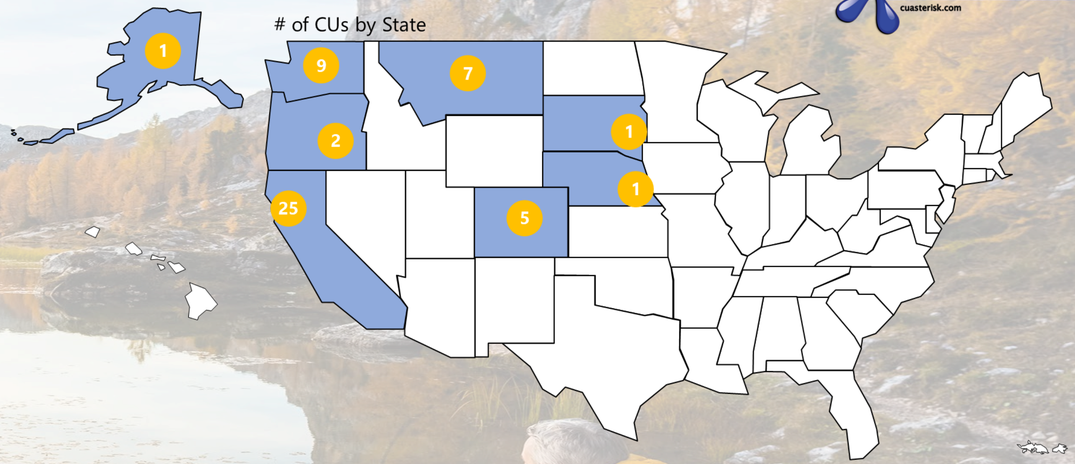
Senior Product Manager
of Internal Systems

Partnerships Update: CU*NorthWest

CU*NorthWest
A Credit Union Service Organization

51
CU*BASE Credit Unions
in **8** States

cuasterisk.com



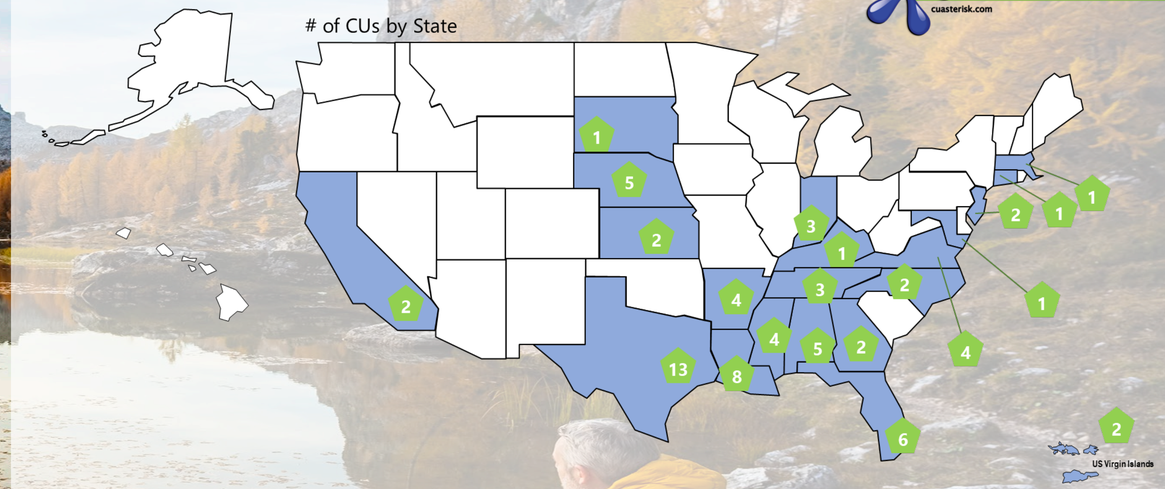
Includes all clients under contract as of 4/1/2022

Partnerships Update: CU*South

CU*SOUTH
A CREDIT UNION SERVICE ORGANIZATION

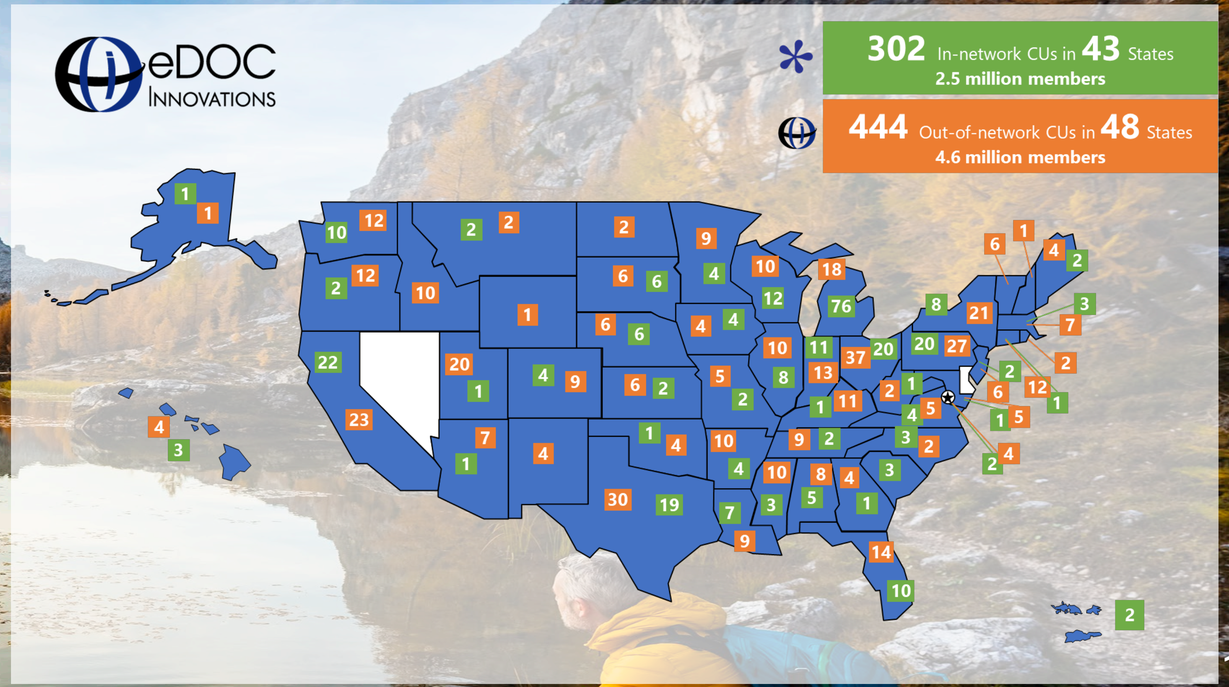
72
CU*BASE Credit Unions
in **21** States

cuasterisk.com

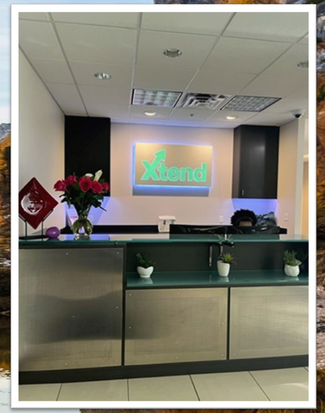


Includes all clients under contract as of 4/1/2022

Partnerships Update: eDOC Innovations



Partnerships Update: Xtend

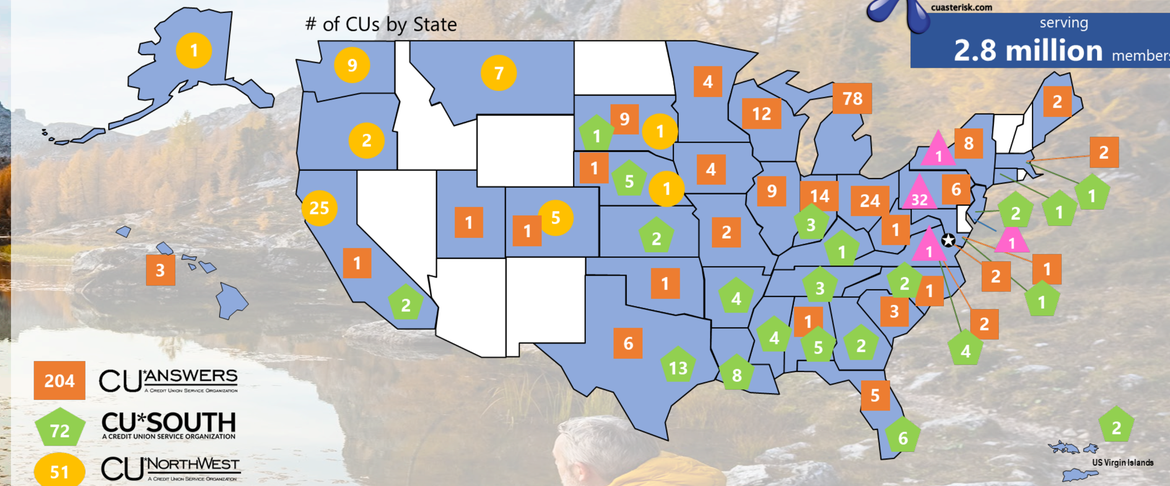


The CU*BASE Network

CU*BASE Credit Unions by State

362
CU*BASE Credit Unions
in **42** States
serving
2.8 million members

cuasterisk.com



204 CU*ANSWERS
A Credit Union Service Organization

72 CU*SOUTH
A CREDIT UNION SERVICE ORGANIZATION

51 CU*NorthWest
A Credit Union Service Organization

35 CUaxis
a community for credit unions

Includes all cuasterisk.com network partners, all clients under contract as of 4/1/2022

Big-picture Strategies for the CUSO

In 2022 and 2023

New POWER i

- A new box has arrived
  - Increased power to handle the workload of new encryption requirements, millions of API connections, expanded data warehousing
- Staging and testing have started
- HA rollover to move into production planned for July

Payment Card Industry (PCI) Compliance

- Why?
  - Digital card issuance and provisioning to wallet
  - Originating direct payments on the debit card rails within our network (vs. a third party)
  - Checking a box on RFPs
- Where are we?
  - Pre-exam is done; will do foundational changes in 2022
  - Parallel track on these other projects starting this year

New Partnerships

- What is your cooperative scorecard when assessing a new vendor partnership?
- Does your RFP consider the cooperative principles?

New Partnerships:
Member Access Processing (MAP)

- A credit union-owned cooperative
- Provides ATM/debit and credit card processing to more then 100 CUs across 30 states
- Serves 10 million members and over $100 billion in credit union assets

MAP
MEMBER ACCESS PROCESSING

New Partnerships:
Payrailz

- Starting with their P2P offering as a standalone option
  - Uses the plastics network
  - Access to Venmo, real-time payments
  - Options for in-network clearings (CU*BASE to CU*BASE)
- SSO option for the presentation layer
  - Reduces integration time (2022 vs. 2023)
  - Our look & feel, but we don't have to do all the work

Servicer Edition

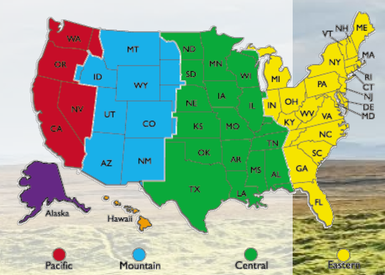
SE success stories:

- Life Assets in Washington, DC
- Members Source CU in Merrillville IN
- First Financial CU in Skokie, IL
- Services Credit Union in Naperville, IL

Connecting With You

Connecting With You Across Time Zones

- We're now 24 x 7 x 365 across 7 time zones
- Next up:
  - What's the Fed doing with real-time payments?
  - Daily backups by time zone
  - Sunset of RDC batch – RDC IQ is now the standard



Innovation Center
National Center for Collaboration & Innovation

- Over the past 1 ½ years, the Innovation Center in Las Vegas has grown to house 14 network employees
- Provides support to the western region and after-hours support to CUs in the east
- A network resource for credit unions and partners
  - Give us a call when planning your next event!

Speaking of Events...

Mark Your Calendars!

2022 CEO STRATEGIES WEEK

Tuesday & Wednesday

November 15 & 16, 2022

at the

M Resort Spa Casino
in Las Vegas, NV

Firing Up New Regional Events

- Our goal for 2022 and 2023 is to make more connections with you
- New groups are forming in multiple areas
- How can we get active with your community?

Firing Up Focus Groups

Firing Up New Ways to Use Advisory Boards

"Much like a board of directors, an advisory board is a fixed roster of participants selected to work directly with a CU*Answers management team to provide leadership for a particular CUSO business unit."

Firing Up New Ways to Use Advisory Boards

- Our prototype: the BizLink Advisory Board

  Format is evolving:
  - **CEO Advisory Board** for overall direction
  - New **Focus Group** for deeper dives into the details

- And the next new Advisory Board is…?

Deep Dive on Cybersecurity

Dave Wordhouse, EVP Technology

Matt Sawtell, VP Managed Technology Sales

What Do We Do?

CU*ANSWERS Network Services

AdvantageCIO

- CU*Answers Network Services
  - Managed Technology Services – we're your IT department
  - Core competencies
  - CU experts with an emphasis on compliance and cyber
- Advantage CIO
  - Need a Chief Information Officer?

What *Don't* We Do?

- Understanding what CNS *doesn't* do is just as important as understanding what we do
- Realtime detection and response is a specialization
- So is forensic work
- We encourage evaluation and having these services as part of your overall cyber approach

CU*ANSWERS Network Services

AdvantageCIO

What Have We Learned?

- Dodging the bullet is no longer reality
- Responding to events is time consuming
- Our role alongside your credit union and the incidence response team is very involved

CU*ANSWERS Network Services

AdvantageCIO

Best Practices

- Review your patch management program
- Regularly phish test your employees
- In the cloud? MFA should be mandatory!
- Reduce administrator accounts on your network
- Don’t store member data – but if you store it, encrypt it
- Review network management reports

CU*ANSWERS Network Services

AdvantageCIO

Giveaway Alert!
CU*ANSWERS
Network Services
AdvantageCIO
1 Free Ransomware Assessment
$4,800 value!
Stop by the CNS/ACIO booth at the next break to enter to win a free cyber assessment!
1 Free Cybersecurity Assessment
$9,600 value!

Deep Dive on Multi-factor Authentication

Brian Maurer, EVP Software Development

Multi-factor Authentication (MFA)

- We're attacking this in two channels:
  - **Members** (online banking, call center validation)
  - **Staff** (ours and yours) logging in to a LAN or CU*BASE
- We're still in the design phase
  - Talking to vendors such as Daon
  - Whatever solution(s) we design, CUs will be able to choose how and where to implement

Learn more: **cuanswers.com/resources/kitchen**

Multi-factor Projects for Members

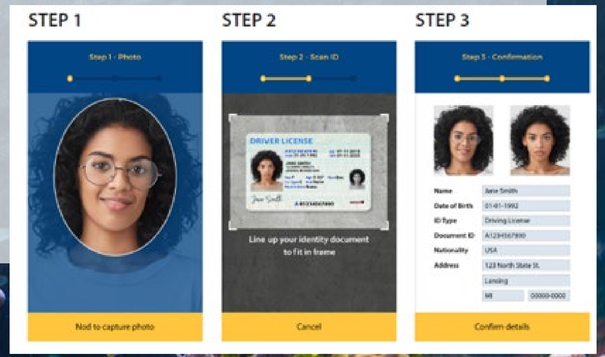
- MFA for personal info updates in online/mobile banking
- MFA for using P2P
  - TBD: Enrollment only? Transfers only? Both?
- MFA for password resets

Don't forget about PIB!

Learn more: **cuanswers.com/resources/kitchen**

MACO for MOP:
Digital Identity Proofing

- Expanding our use of Daon's IdentityX Onboarding feature
- Secures a 1-year MACO license for the member
- Uploads the ID to CU*Spy
  - We're working on a solution for in-house vaults



Learn more: **cuanswers.com/resources/kitchen**

Deep Dive on Audits & Compliance

Jim Vilker, VP Professional Services, AuditLink
Marvin Johnson, AuditLink Manager

Are you monitoring for abnormal activity?

- AuditLink can help you get the most of out the **CU*BASE Abnormal Activity Monitoring** tool set
- Choose from 30 pre-loaded patterns from AuditLink
  - Check out the new step-by-step guide
  - We can even configure your patterns for you!

Learn more: **store.cuanswers.com/store/auditlink**

What else has AuditLink been up to?

1 FREE
VM Implementation
A $3,000 value

Stop by the AuditLink booth and enter to win!

- Vendor Management services
  - Guided by the 7 Cooperative Principles
  - Reviewing an SSAE-18 and financial statements isn't enough
- New resources on our store and AuditLinkSuite.com
- Connecting with CUs
  - Monthly Fraud Focus Group
  - Conversations on Compliance

AuditLink

Learn more: **store.cuanswers.com/store/auditlink**

What's next for AuditLink?

- AAM next phase
  - Studying the most effective patterns
  - Stop, no-go
  - Cross-channel patterns
- BSA monitoring enhancements
  - Manufacturing time

Trends in NSF & Courtesy Pay fees

News

United FCU Joins Growing Number of CUs Eliminating Fees

The fifth largest Michigan credit union announces new fee eliminations going into effect in April.

By **Michael Ogden** | January 25, 2022 at 03:04 PM

CFPB Research Shows Banks' Deep Dependence on Overdraft Fees

Overdraft and Non-Sufficient Fund Penalties Made up Two-Third of Reported Fee Revenue

DEC 01, 2021

SHARE & PRINT

Alpena Alcona Area Credit Union

FOR IMMEDIATE RELEASE
November 16, 2021

AAACU Helps Members Save Over $675,000.00 By Slashing Overdraft Protection Program Fees

Alpena Alcona Area Credit Union announces that it has once again reduced its non-sufficient fund (NSF) and overdraft protection service fee (ODP) to $13.75 effective on December 1, 2021

Cross-team giveaway!

1 FREE
Courtesy Pay Program Analysis

A $1,500 value brought to you by: ASTERISK INTELLIGENCE

Stop by the Asterisk Intelligence booth and enter to win!

1 FREE
NSF/ANR Config Review

A $500 value courtesy of: AuditLink

Stop by the AuditLink booth and enter to win!

Deep Dive on Analytics Booth

Keegan Daniel, VP Professional Services

Josh Peacock, Product Development Manager

What should CUs know about Analytics Booth?

- Web-based tool, log in from anywhere
  - Trending graphs
  - Daily alerts
  - Analysis dashboards
- For CU teams, board members, auditors and examiners
- “Deep Dive” training weeks

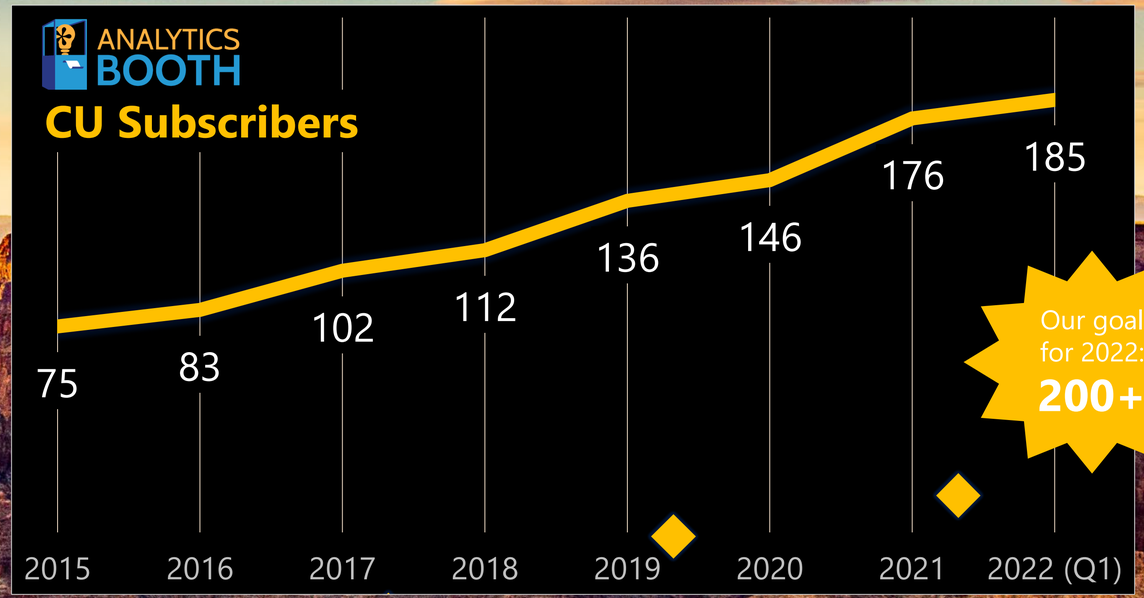
ANALYTICS BOOTH

Changes to the AB Pricing Model

# of Mbrs	Analytics Booth Subscription Fee	CUs Affected	% of CUs
1 – 2,999	$0 / month	115	35%
3,000 – 7,999	$50 / month	108	33%
8,000 – 11,999	$100 / month	39	12%
12,000 +	$150 / month	64	20%

ANALYTICS BOOTH

Subscribers



ANALYTICS BOOTH

What's next for Analytics Booth?

- Continued investments in dashboard look and feel
- Changes in how we collect data
- Refreshing the Static Pool Analysis toolkit
- Infrastructure investments in reports and alerts

ANALYTICS BOOTH

Average Number of Files Imported Into the Analytics Booth Data Warehouse

Daily: 6,320
Monthy: 192,233
Quarterly: 576,700
Yearly: 2,306,800

ANALYTICS BOOTH

Another giveaway!

Deep Dive on Earnings Edge

Keegan Daniel, VP Professional Services

EarningsEdge

What can we do for you?

- ACH On-Demand Posting
- Election Management
- CU*BASE Budget Tool Consulting
- Cross Sales/Next Suggested Product
- Member Statement Styles
- Check Order Integrations
- Patronage & Bonus Dividends
- Branch Reassignment
- Product tune-ups
  - Fees, Marketing Clubs, Online Services, Savings and Checking Products

Post-Release Validation (PRV)

- PRV watches key system changes that might affect a CU's bottom line or other critical data
  - Credit unions are encouraged to get involved!
- Auditing DHD projects
- Auditing billing for CMS and other teams

Xpress Teller Update

- Enhancements in 22.05:
  - Teller transaction limits
  - Bonus Zones (Tracker notes)
- Coming in 22.10:
  - $0 memo trans for cashed checks
  - Edit secondary trans descriptions
  - Print checks/money orders at remote branch printer
- Next up:
  - 3rd instrument type (cashier's checks, etc.)

More giveaways!

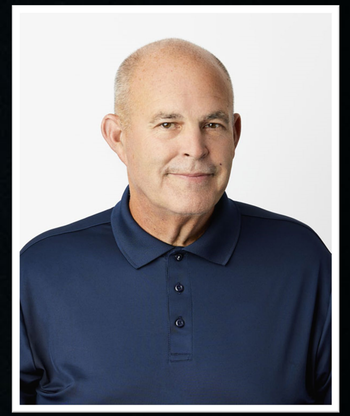
1 FREE
Xpress Teller Consult/Config Service

$1,000 value!

Stop by the Earnings Edge booth at the next break and enter to win!

The Robert H. Mackay Leadership Award

EST 2005



Randy Karnes

Deep Dive on Lending

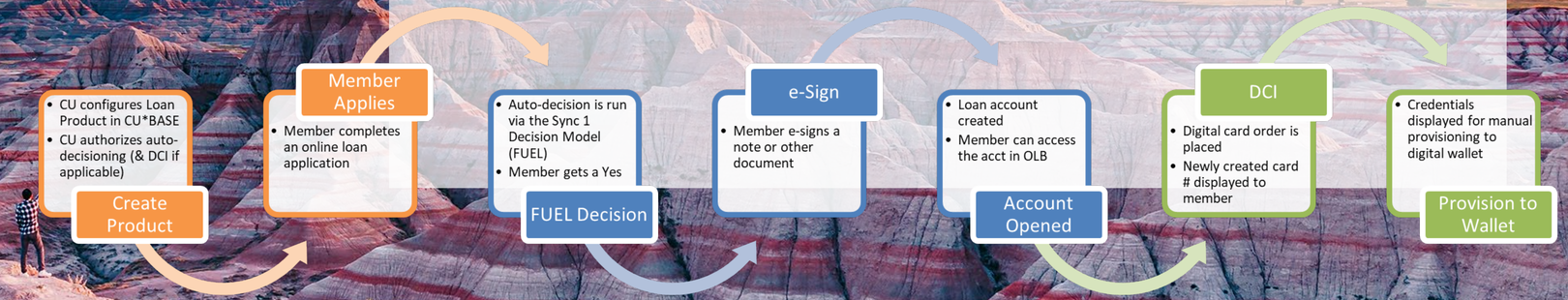
Online Loan Offers

- 1Click Unsecured Loans and LOCs (21.12)
  - 28 CUs have made offers so far
  - Madison County saw $447K of unsecured loans in less than two weeks!
- Savings-secured Loans (22.05)
  - CD-secured loans laid the foundation for eSigning
  - Savings-secured just rolled out, pretty quiet so far

Online Loan App Auto-Approvals & Fulfillment

FUEL
Forecasted Underwritten Express Lending

- Think "1Click On Demand"
- Member applies, gets a yes, e-signs, and immediately gets a loan!



Learn more: **cuanswers.com/resources/kitchen**

Sync 1 and FUEL

- Sync1 is our new partner for credit report pulls, replacing Zoot
  - A cooperative offering many benefits now and into the future
- FUEL is our own decision model, via Sync1
  - Replaces 247 Lender
  - A foundation we can build on, a partner we can evolve with

Online LOS Enhancements v2.0

- Project 1: Managing the Queue
  - Routing for incomplete apps
  - New payment calc for LOC / CCs
- Project 2: A New Online App
  - For authenticated members and non-members
  - CU customization options via CU Publisher
- Project 3: Online Approvals and Fulfillment

Learn more: **cuanswers.com/resources/kitchen**

Participation Loans Enhancements

- We're enhancing the existing **Package Loans to be Sold** tool
- Once you've finalized the group of loans for sale, you'll just click a single button to automatically create the participation records in CU*BASE
- In development now, targeted for the 22.10 release

Learn more: **cuanswers.com/resources/kitchen**

Don’t forget about our OTB interfaces!

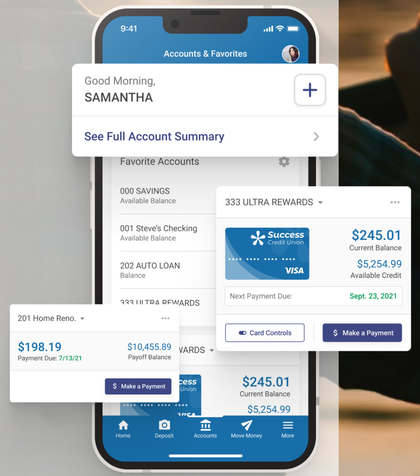
- OTB credit cards
  - FIS (TBS, Base2000, Payments One), Fiserv (adding Optis), PSCU, and CO-OP
- OTB mortgages and other loans
  - Kasasa, Midwest Mortgage, Member First Mortgage, IBS Commercial Loans, Truhome, BLG, Mortgage Center
- OTB investment/savings accounts
  - Devenir (HSA investments)

Online and Mobile Banking News

Kristian Daniel, VP MTG Sales & Business Development

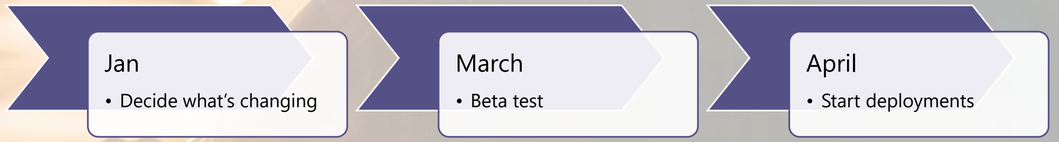
Mobile 6.0 is available now!

- New card widget
- New loan widget
- New welcome widget and improved full account summary
- See card-specific activity via Card Controls
- Sign-in prompts about MACO options



Change to the mobile app release process

- A new disciplined schedule for deployments:

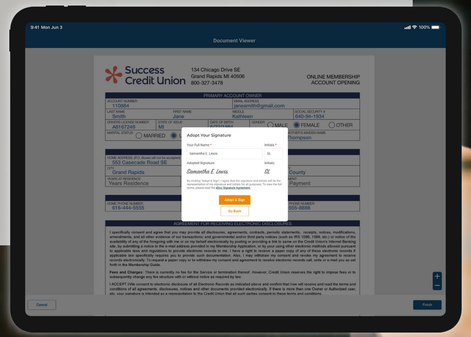


- Pick your month (Apr to Sept)
  - That'll be your month next year...and every year

MOP 2.0

MOP 2.0 is available now!

- Updated look and feel
- State filtering (reduce the number of out-of-state apps)
- Add up to two joint owners, with ID verification
- eSign your membership agreement



Order now! **store.cuanswers.com**

What else?

- CU Publisher Self-Service
- RDC Auto-Enrollment – coming this fall
- Using the Form Generator to create custom online forms
- LoanPay Xpress integration within OLB/Mobile

Yep, another giveaway!

5 FREE
Pay Anyone 1.0 Deployments

A $1,500 value!

Stop by the MTG booth and enter to win!

2 FREE 6-month subscriptions to Mobile Manager

A $300 value!

Stop by the MTG booth and enter to win!

Deep Dive on EFT

Heather French, VP Client Interactions

Key EFT Projects Since We Last Met

- FIS Payments 1 move
- Card randomization
- APBatch4
- Expanded EFT data stored in transaction records
- MCC Group configs
  - New dashboard in 22.05!
- Credit Card Cash Back enhancements
- ISO Port Monitoring
- Sunset of Fiserv Legacy, move to Fiserv Epoc
- 8-digit BINs
- Business credit card statements

Using MCC Codes, Other New Data in TRANSx

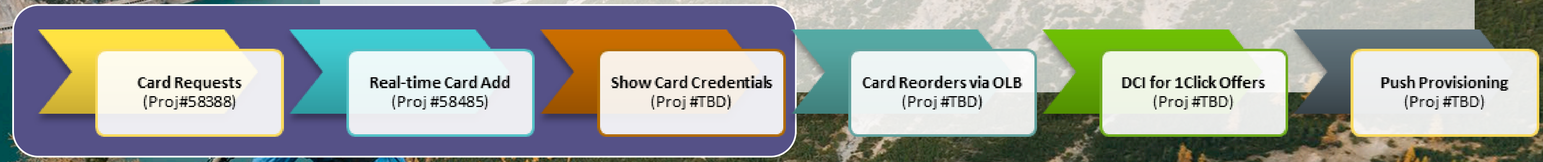
- Available now:
  - Click an EFT transaction alert and the app will show activity only for that card – get it now in in Mobile 6.0!
  - Card Activity Optics dashboard
- In development:
  - Credit Card Cash Back rewards by MCC Group
  - Card Activity Rebates by MCC Group
  - Credit card rate promos by MCC Group
  - Last 4 digits of card # on statements & OLB

What's next?

- Temporarily change a member's debit card limit
- Send new card orders to a different, temporary address
- VISA MAPS online platform for debit and credit
- COOP online platform for debit ("Optis")

Digital Card Issuance (DCI) & Provisioning to Wallet

- Will support DCI for:
  - New ATM/debit and credit cards *(new card #)*
  - Card replacements *(hot-card the old one, issue a new card #)*
- First vendor will be CO-OP
- Attacking the project in phases:



Learn more: **cuanswers.com/resources/kitchen**

DCI for 1Click Credit Card Offers

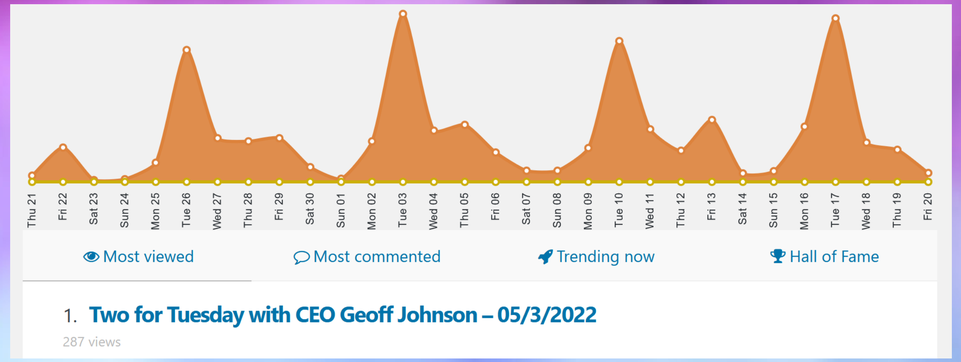
- Attaching DCI and manual provisioning to the existing 1Click Credit Card Offers feature
  - Actual provisioning to wallet must be done via the mobile app, but the card will be digitally issued and the card # available immediately, even via desktop/mobile web

Learn more: **cuanswers.com/resources/kitchen**

And now it's time for another...

TWO FOR TUESDAY
with Geoff Johnson

- 36 episodes aired since October
- Average of 250 hits per video
- Tuesday has definitely become our most viewed day of the week!



Deep Dive on Imaging Solutions

John Beauchamp, VP of CMS Teams

Update on ITM Projects: Hyosung

- In beta now at RVA Financial FCU, Peninsula FCU & Bluestone FCU
- At RVA, over a 4-week period:

Channel	Trans Count	% of total
Self-Service	5,561	89%
Video Assistance	715	11%
Total	**6,276**	
After Hours	1,901	30%

Place your order in the store today!

Check out the case study: **cusomag.com**

Update on ITM Projects: NCR

- Beta target is 4th calendar quarter 2022
- Champions Honor CU & Frankenmuth CU
- Honorable mention to Bill Burke

- What's next?

Native Receipts

- We'll write it, we'll own it, we can innovate on it
- New features, new technologies
- Moving away from receipt print sessions
- Modernized look and feel, customization options

Learn more: **cuanswers.com/resources/kitchen**

The next chapter for Virtual Strongbox (VSB)

- VSB has been our answer to “can you email me the receipt?”
  - Still available, but a change is coming
- Adding new doc types to online/mobile banking
  - Receipts and forms
  - Free to CU*Spy users
  - In-house vaults will require some setup

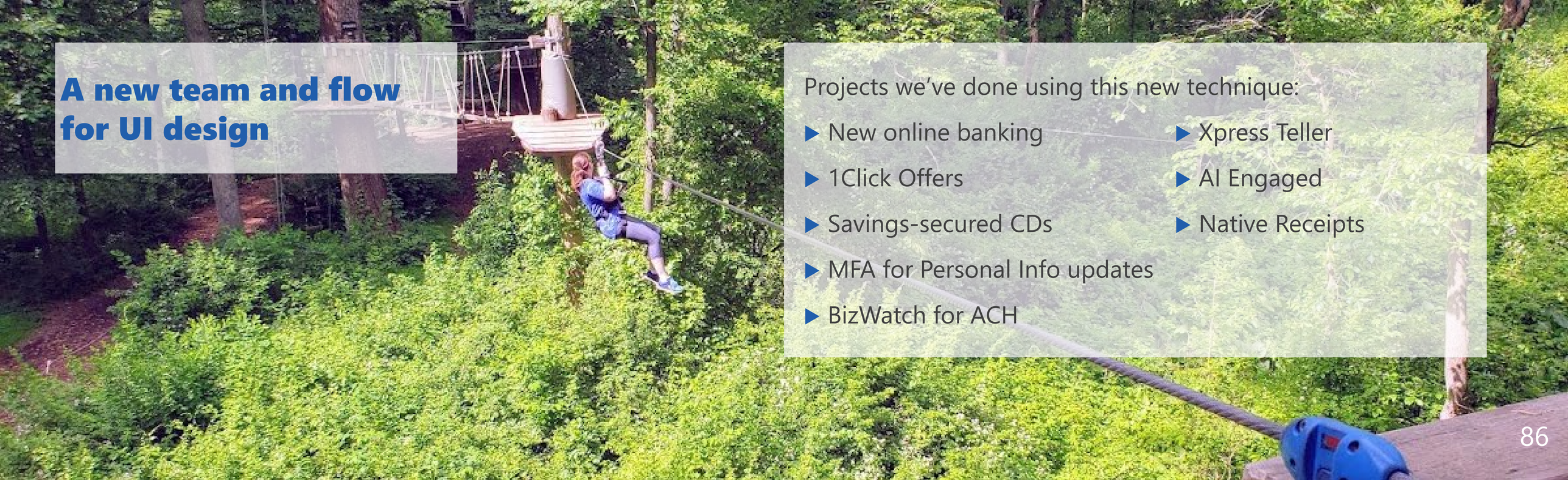
What else is Imaging Solutions up to?

- Xpress Teller on-screen image editing tool
- Weaving more imaging tools into CU*BASE screens and workflow
  - Request a document
- Color photo IDs in CUBASE GOLD
  - Join our Enhanced Online Vault client community!

Deep Dive on User Experience Design

Ken Vaughn, VP MTG Product Design/Development

Dawn Moore, VP Writing Team/Product Design



A new team and flow for UI design

Projects we've done using this new technique:

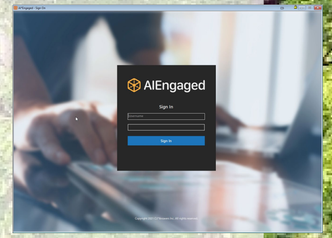
- New online banking
- 1Click Offers
- Savings-secured CDs
- MFA for Personal Info updates
- BizWatch for ACH
- Xpress Teller
- AI Engaged
- Native Receipts

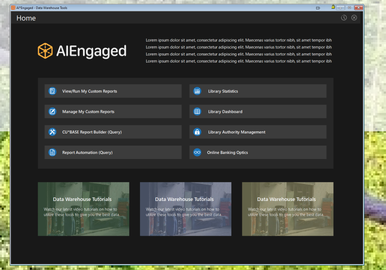
What's are your designers up to now?

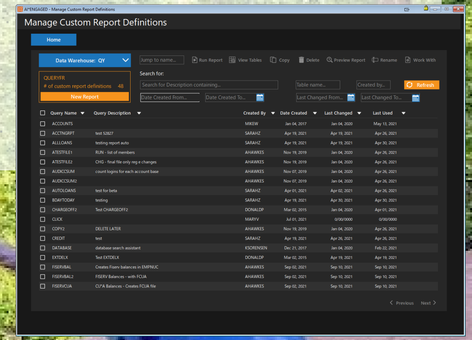
- **BizLink 247** desktop & mobile web module designs
- Mobile 6 for **BizLink 247** with MACO & RDC
- Online/mobile "Layout 2"
- PIB 2.0 modules
- New online loan application
- Loan Pay 1.0

CU*BASE GOLD
User Interface

- Working with Rocket on a proof of concept for a new user interface for CU*BASE
- Phased-in approach (a “module” at a time) so we can ease it in







Wrapping Up the Day

Geoff's Top 10

Don't miss out on these!

- CLR Path Decision Advisor
- FUEL Decision Model
- Integration: Open Lending
- 1Click Offers
- Integrations: GAP Insurance (CUNA & Frost)
- Text Banking
- OTB Integrations
- Card Activity Rebate / Rewards Programs
- Online Elections via **It's Me 247**
- CUSOMag

Tonight's Stockholders Meeting

- See you at 5:30 (in this room)
  - 5:30 Cocktails
  - 6:00 Dinner
  - 7:00 Stockholders Meeting

CU*ANSWERS

Our Next Adventure

LEADERSHIP CONFERENCE 2022

THANK YOU FOR THE DAY!