

**Day 1**

# **CEO Strategies 2024**

October 22-23, 2024



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# Download the conference app!

Search "CU\*Answers"  
in the app store



# Agenda: CEO Briefing



## TUESDAY MORNING

8:00 REGISTRATION & BREAKFAST

9:00 CEO BRIEFING

- What's Coming for CBX
- Mergers vs. Alignments
- The Compliance Balancing Act

10:30 BREAK

10:45 CEO BRIEFING *(cont'd)*

- Vegas Datacenter & 2 Prod Boxes
- Our Approach to Integrations
- Project Management and the DHD
- Thoughts on EFT Projects

12:00 LUNCH

# Agenda: CEO Roundtable



## TUESDAY AFTERNOON

- 1:00 CEO ROUNDTABLE
- Top 5 Ideas For Your 2025 Strategic Plan
  - Integrations Getting Some Buzz
- 2:15 BREAK
- 2:45 CEO ROUNDTABLE
- Strategies for Growing Revenue
  - Strategies for Driving Loan Growth
- 4:00 DAY WRAP-UP

## WEDNESDAY MORNING

- 8:00 BREAKFAST
- 9:00 CEO ROUNDTABLE
- Artificial Intelligence Strategies
  - Strategies for Helping Start-ups
- 10:15 BREAK
- 10:45 CEO ROUNDTABLE
- Succession Planning Strategies
  - CDFI Strategies
- 11:45 EVENT WRAP-UP

**How can  
CU\*Answers act  
as a hub to help you  
collaborate more  
with your peers in  
the network?**



# What's Coming for CBX



# Build 2/Keep 1

- CBX frees us from some of the limitations of GOLD
- What if future development were done more like online banking?
  - Pull in content that won't fit on the host screen
  - Present data in a new way
  - Use browser-like designs and techniques
- Build 2/Keep 1 will help us learn
  - Develop the CU\*BASE way
  - Develop the online banking way
  - Pick the result that works best, discard the other

# Getting the Most Out of CBX

- Technical considerations:
  - What browsers are you using?
  - How big are your monitors?
  - It's mouse-heavy—do yours have scroll wheels?
- Consider your branch connectivity and your remote employees!

Check the CU\*Answers website for hardware and network requirements



<https://open.cuanswers.com/cbx>



# Our Top Priorities

- Performance
  - Entirely new windows server network – 16 dedicated servers for CBX
  - Doubling our bandwidth early in 2025
- User experience
  - Easy transition for our users
  - Dual development in GOLD and CBX ... for a little while!

# CBX Rollout Timeline

- October: Two credit unions on Alpha build
- Late 2024: A few partner board credit unions will get CBX
- Late 2024: Sign-ups for access to CBX in early 2025
  
- Early 2025: Begin onboarding clients signed-up for early access
- Mid 2025: All remaining clients will have CBX
- *Most* of 2025: GOLD will be accessible alongside CBX

# What Does This Mean for CU\*BASE GOLD?

- Last GOLD release will be 25.10
  - No further development, only critical bug fixes
- Mid/Late 2025: We'll be coordinating the removal of access to GOLD
- Late 2025: GOLD will be sunset for all clients

# Stay Informed About CBX

- Kitchen: [open.cuanswers.com/CBX](https://open.cuanswers.com/CBX)
- CBX email series
- CBX webinars
  - Technology and workstation questions
  - Introducing CBX and Q&A
- Conversations On...
  - What's Next for CBX?
  - CU\*BASE/CBX releases deployments in the future



# Mergers vs. Alignments

Let's talk!



# Dispelling Some Urban Legends

- Multi-corp. processing is only used for managing additional financials (G/L)
- Sunset support for this in all other areas over a decade ago
- CU\*BASE has nothing to support unique branding at the branch/location level
  - Best guess would be a very large project, 2,000+ hours

# Our Solution is “Alignments”

- Multiple file libraries managed by our Network Communities infrastructure
- This structure is also used by Xtend, NMS, and even our data center employees to manage multiple CU clients
- Requires alignment between the CUs of
  - G/L accounts
  - Products and services
  - Fee structures
  - Third-party vendors
  - Etc.

# Solutions We've Developed



- 5300 Call Report consolidation
- Financial report consolidation via Analytics Booth
- Analytic tools for combined G/L data via Analytics Booth
  
- Reach out EARLY in your planning!
  - These projects can take a year or more



# The Compliance Balancing Act

Let's talk!



# Credit Unions' Boogeyman

- How do we respond to new noise from regulators?
- How do we respond when your compliance people reach out?
- Who defines the solution when there's no black-and-white response?
- Along came CECL...

# “Junk Fees” and MFA

- After CECL, so-called “junk fees” hit the spotlight
- Where CECL was a technical issue, requiring programming, flavors of the month like junk fees are a “marketing” issue
- Now multi-factor authentication is under the microscope
- Where do we draw the line between what’s expected of us by mandate and what’s expected by public opinion?
- What’s too far and what’s not enough?

**Break time!**

# Adding a 2<sup>nd</sup> Production Box

Let's talk!



# What Would Two Production Boxes Mean?

- Why do we need a second production box?
  - Time zone processing
  - Operations maintenance window
  - Learning and leveraging a new environment
- Opening a data center in Vegas
- Do we need to own and manage it ourselves, or can we trust a third-party datacenter with our data?

# Integrations and Managing the DHD Pipeline

Let's talk!



# Concerns We Hear Often

## “Projects Take Too Long!”

- NDAs, contracts
- Specs
- Queue, waiting your turn
- Lack of experience on the part of CUs in being builders

## “This Quote Is Too Expensive!”

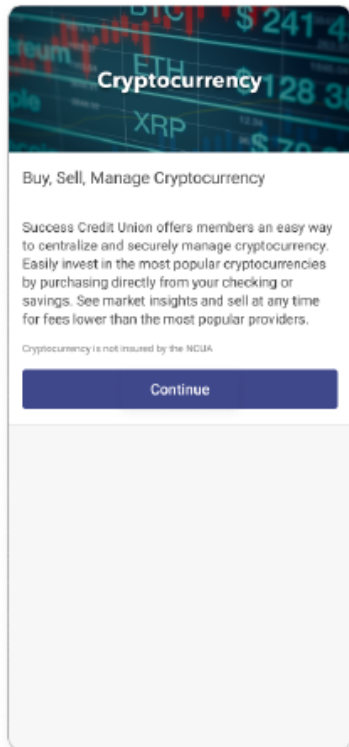
- Vendor wants to build a rocket ship
- All you really need is a tricycle
- CU\*Answers is building APIs specific to the vendor, rather than to the task

**Not all integrations are created equally!**



# Understanding Integrations

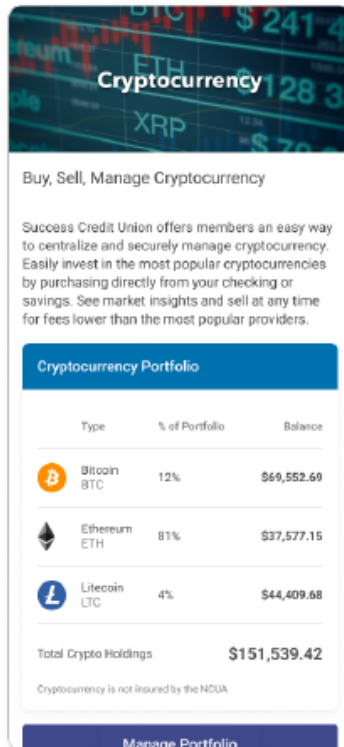
**Tier 1**  
Standalone SSO Web Module  
(.NET Web SSO)



Under 100 hrs



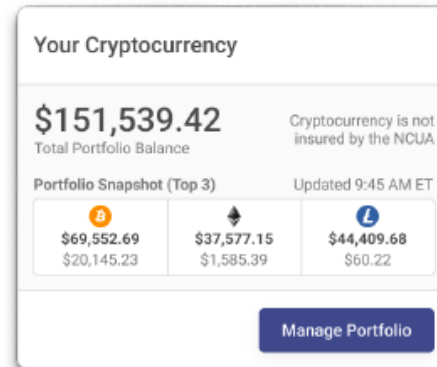
**Tier 2**  
Standalone SSO Web Module  
(API Views)



100-200 hrs



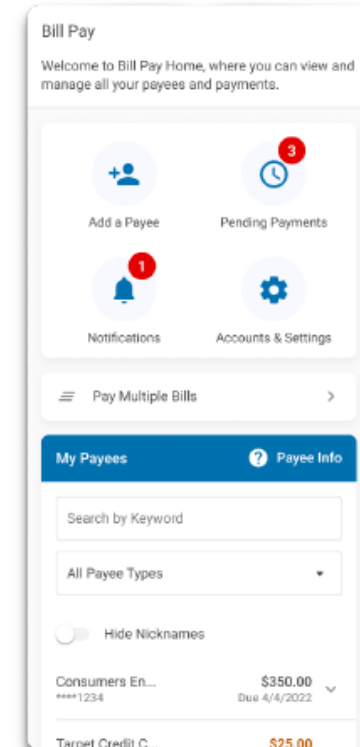
**Tier 3**  
Native Widget  
(.NET Web / iOS / Android)



400+ Hrs



**Tier 4**  
Standalone Web Module  
(.NET Web)



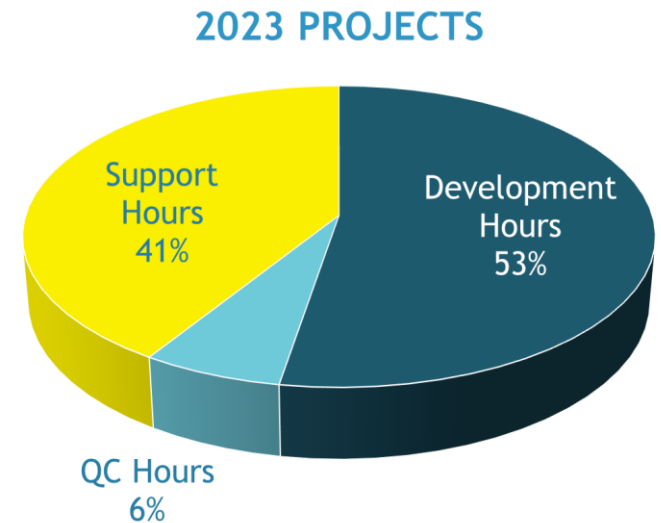
200-1000+ Hrs

# How the DHD is Evolving

- Bringing a business person into the process
- Does it make business sense, is there a better way, is there something else already in the can?
- Communicating more, better with all parties
- Implementing API discipline
  - We build one API key for a task (e.g. get account number), not twenty to accommodate each individual vendor that comes to the table
- Will be wary of scope creep and vendor add-ons...

# Project Discipline

- As we add more integrations, more time is going to supporting them
  - A third of programming hours are going to supporting integrations today
- When a new technology arises (e.g. A.I.), we'll pick one vendor
  - (like what we did cryptocurrency, unlike what we did with chat/co-browsing)
  - Say no to the others until that is deployed
  - Publish and test the waters
  - Other vendors can then use what we built for the first one
- We'll also be more wary of scope creep—too often projects start as x, and before the end, the vendor has tacked on y and z



# Thoughts on EFT Projects

Act early!



# Thoughts on EFT Projects

- We've completed 156 projects in the last year alone
- Getting on the EFT pipeline used to be a 6-month lead
- The calendar is filling up fast—now we may need as much notice as a year!
  - Remember we're coordinating a project with three vendors! New vendor, old vendor, and CU\*Answers
- What types of projects would require getting on our calendar?



**Thanks for the  
morning!**

See you after lunch!



# CEO Roundtable 2024

Let's talk!



# Top 5 Ideas For Your **2025** Strategic Plan

Will you move on  
these in 2025?





1

**Top 10  
Ideas  
For Your  
2025  
Strategic  
Plan**

Real-time payments via  
RTP<sup>©</sup> and FedNow<sup>™</sup>

You'll need to be on BOTH rails!

# Top 10 Ideas For Your 2025 Strategic Plan

2

## Multi-factor Authentication (MFA)

*Available now...*

For personal info updates and P2P

For your call center/teller line via MemberPass

For online banking logins via text/email

*Coming...*

For online banking/mobile app logins via  
MemberPass

3

**Top 10  
Ideas  
For Your  
2025  
Strategic  
Plan**

Digital Card Issuance &  
Provisioning to Wallet

4

**Top 10  
Ideas  
For Your  
2025  
Strategic  
Plan**

MOP 3.0 with Digital ID  
Proofing

50 CUs are live today, 24 in the queue

5

**Top 10  
Ideas  
For Your  
2025  
Strategic  
Plan**

## FUEL Decision Model

49 CUs live today  
3 more in development

# Top 10 Ideas For Your 2025 Strategic Plan

## Honorable Mentions

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Request-a-Doc

[Learn more](#)

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CLR Path Decision Advisor

[Learn more](#)

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Analytics Booth

[Learn more](#)

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AFG Integration

[Learn more](#)

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OpenLending Integration

[Learn more](#)

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Credit Card Cash Back

[Learn more](#)

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Spanish Online Banking

[Learn more](#)

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# Integrations Getting Buzz



# MemberPass

- New way to authenticate your member
- Button on most member screens for convenience
- Has multiple applications for the future... like online banking MFA
- Planning on morphing it into our app to allow for auto-enrollment and broader usage



MemberPass™



Search for "[MemberPass](#)"  
in the CU\*Answers Store



# InvestiFi

- You can do crypto or securities & investments, but not both today
- To get both, we need a champion to work with InvestiFi



Search for "[InvestiFi](#)"  
in the CU\*Answers Store

# Glia

- Integrated web chat and co-browsing within **It's Me 247**
- Coming to the mobile app soon



Search for "[Glia](#)"  
in the CU\*Answers Store

# Other chat/co-browsing: Unblu and POPi/o

unblu

POPi/o®



Coming Soon to the  
CU\*Answers Store

# Tru Treasury

- Tools for your business memberships
- SSO project done for 2 credit unions so far
- Working on a project to provide more in-depth integration to Tru Treasury via Janusea



Coming Soon to the  
CU\*Answers Store

# Connecting to Other OLB Providers

- A 2025 study project
- Exploring how we could connect our core to another online banking product, either directly or via a middleman



- Tell us about an integration you're interested in or have started researching



- DON'T FORGET! Talk to us before you sign on the dotted line.

- We're adding a "Can't Find" tile to the Store...

**What Other Integrations Are You Interested In?**

**Break time!**

# Strategies for Managing Revenue

Let's talk!





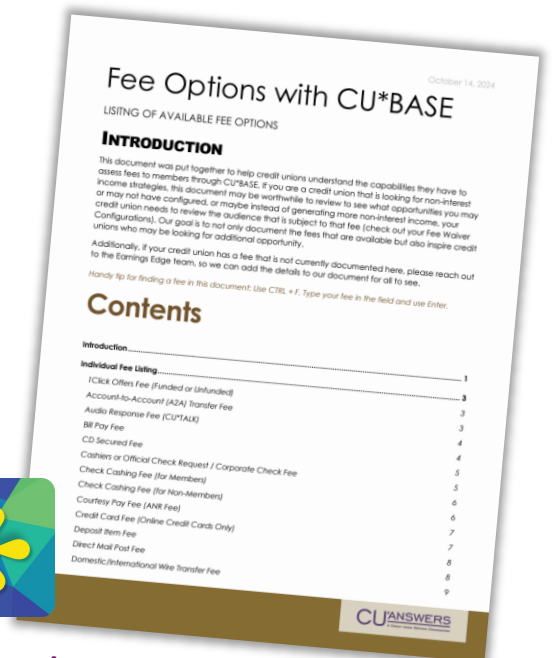
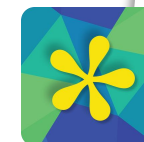
# Strategies for Growing Revenue

- Early post ACH
- Fee configuration tune-up
- Learn from your peers
  - Let's talk!



**Any other  
creative solutions  
from the group?**

Check out the New "Fee  
Options with CU\*BASE" doc  
for more ideas



<https://open.cuanswers.com/FeeOptions>

# Strategies for Driving Loan Growth

## ■ 1Click Offers

- 1Click Credit Card Offers
- 1Click Unsecured / LOC Offers
- 1Click Deposit Secured Loans
- 1Click Unfunded Offers

*...and coming next year:*

- 1Click Relationship Offers

## ■ Other things we're thinking about

- 1Click Limit Increase Offers
- 1Click Pay-Over-Time Offers (BNPL)
- 1Click Refi Offers

## ■ 1Click Autopilot



**What's next to propel this initiative even further?**



**Thanks for  
the day!**



**Day 2**

# **CEO Strategies 2024**

October 22-23, 2024



[cuasterisk.com](http://cuasterisk.com)

# Artificial Intelligence Strategies

Let's talk!



# Artificial Intelligence

- Intelligent search capability in CBX
  - Working with Boost.ai
- Non-authenticated member-facing
  - Chat bots on your website
- Authenticated member-facing
  - Chat bots in online banking
- Loan decisioning
- Next Suggest Product, member- and staff-facing

- Learn from your peers
  - Let's talk!



**What's next to propel this initiative even further?**

# Strategies for Collaborating with Peers

Let's talk!



# Getting Creative to Help Start-ups Thrive

- **5 start-ups** on CU\*BASE the past year alone!
- 8-10 more in incubation
- Mentor a start-up CEO and CU\*Answers will credit your invoice monthly
  - Who's interested?
- Learn from your peers
  - Keith Stone, The Finest FCU



**Break time!**

# Succession Planning Strategies

Let's talk!



# Succession Planning Strategies

- What can the network do to help?

# Strategies for Finding Resources


Let's talk!



# Community Development Financial Institution (CDFI) Status

- Benefits?
- Associated investment?
- Talking to a CUSO about some ideas
  - Brokering loans between CDFI credit unions
  - Helping CDFI CUs maintain their certification
  - Using CU\*BASE Participation Loan tools

What else can we do to help foster this program?



**How can  
CU\*Answers act  
as a hub to help you  
collaborate more  
with your peers in  
the network?**



**Conversations on\***

FY2024, as of July 2024

**22**

STANDING GROUPS

**42**

EVENTS

**1,446**

PARTICIPANTS

LAUNCHING IN 2025:

**Conversations on\***

**Artificial Intelligence**  
A CU\*Answers Collaboration Group

**Conversations on\***

**What's Next for CBX**  
A CU\*Answers Collaboration Group

[open.cuanswers.com/conversations](https://open.cuanswers.com/conversations)

**Join the  
Conversation!**



## Wrap-up

- Feedback on this year's format?
- Would you send your management team to a Zoom session(s) to review these ideas?
- Ideas for next year's event?





**Thanks for  
the day!**

