

Day 1

CEO Strategies 2024

October 22-23, 2024



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Search "CU*Answers"
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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
- 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 2nd 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

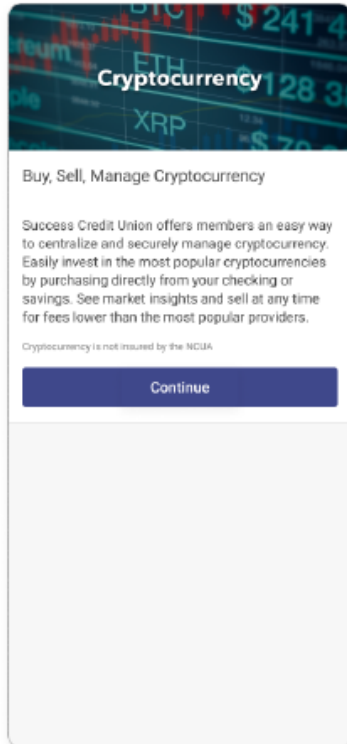
“This Quote Is Too Expensive!”

- 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!

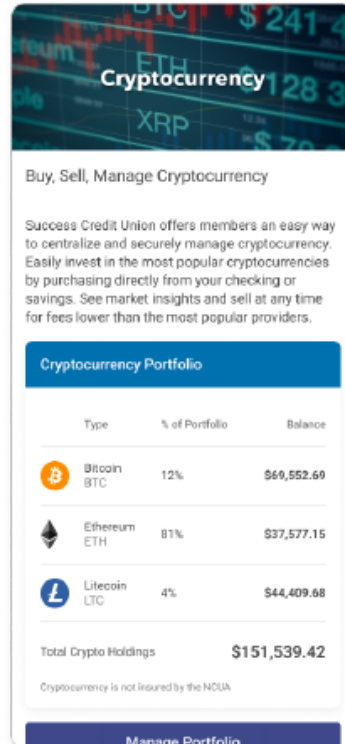
Understanding Integrations

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



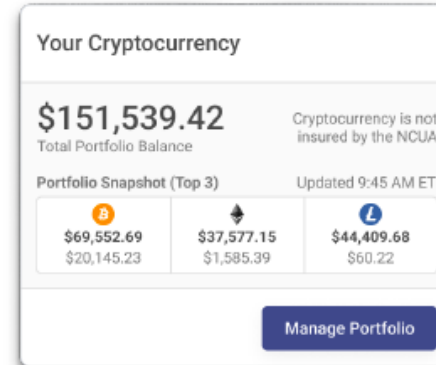
Under 100 hrs

Tier 2 Standalone SSO Web Module (API Views)



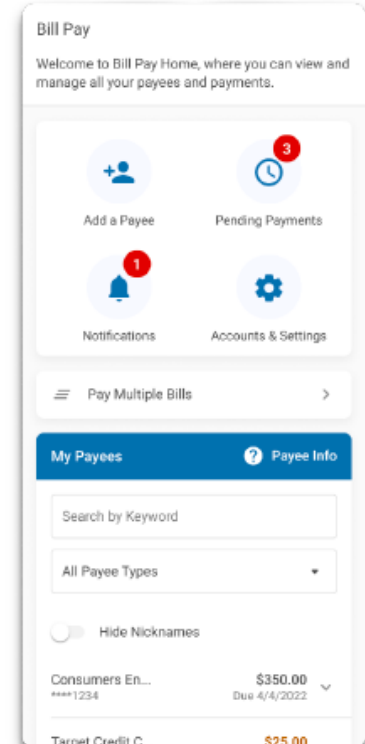
100-200 hrs

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



400+ Hrs

Tier 4 Standalone Web Module (.NET Web)



200-1000+ Hrs

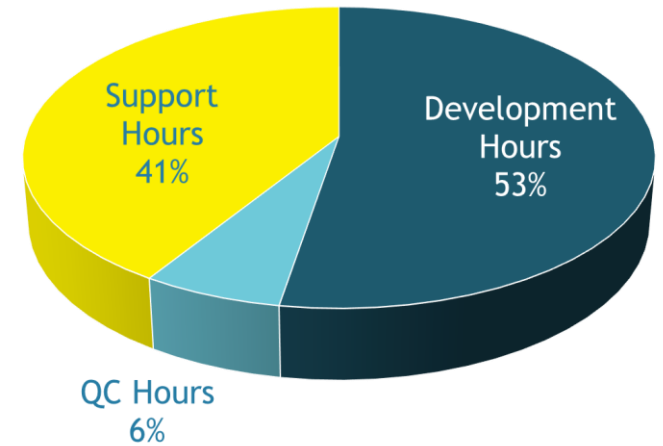
How the DHD is Evolving

- 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

2023 PROJECTS



Thoughts on EFT Projects

Act early!



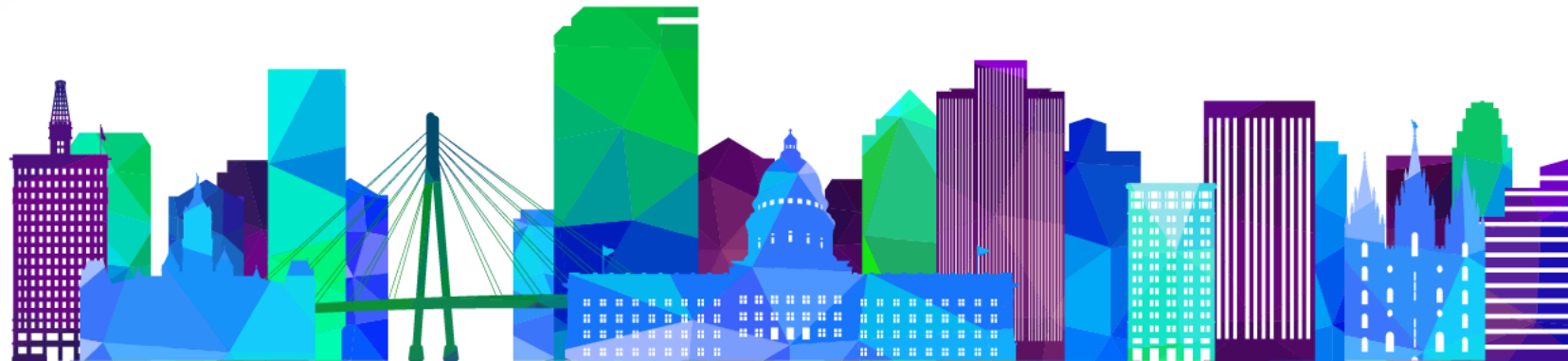
Thoughts on EFT Projects

- 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[®] and FedNow[™]

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

Request-a-Doc

[Learn more](#)

CLR Path Decision Advisor

[Learn more](#)

Analytics Booth

[Learn more](#)

AFG Integration

[Learn more](#)

OpenLending Integration

[Learn more](#)

Credit Card Cash Back

[Learn more](#)

Spanish Online Banking

[Learn more](#)

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

unblu

POPi/o®



Coming Soon to the
CU*Answers Store

Tru Treasury

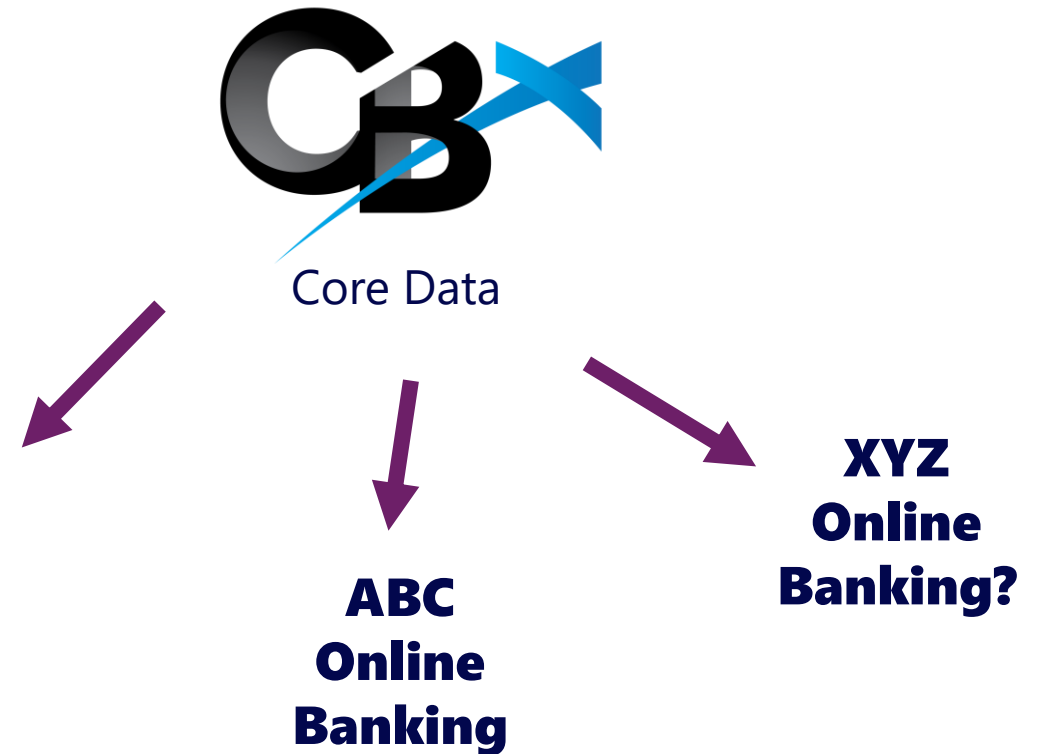
- Tools for your business memberships
- SSO project done for 2 credit unions so far
- Working on a project to provide more in-depth integration to Tru Treasury via Janusea



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!



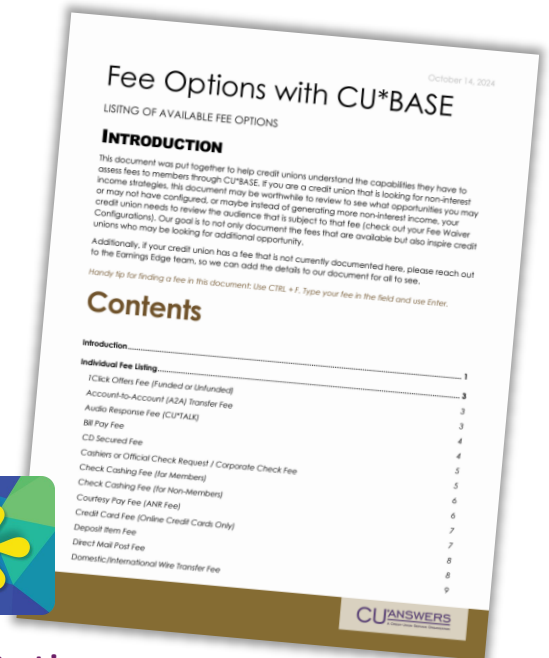
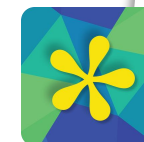
Strategies for Growing Revenue

- 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

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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!

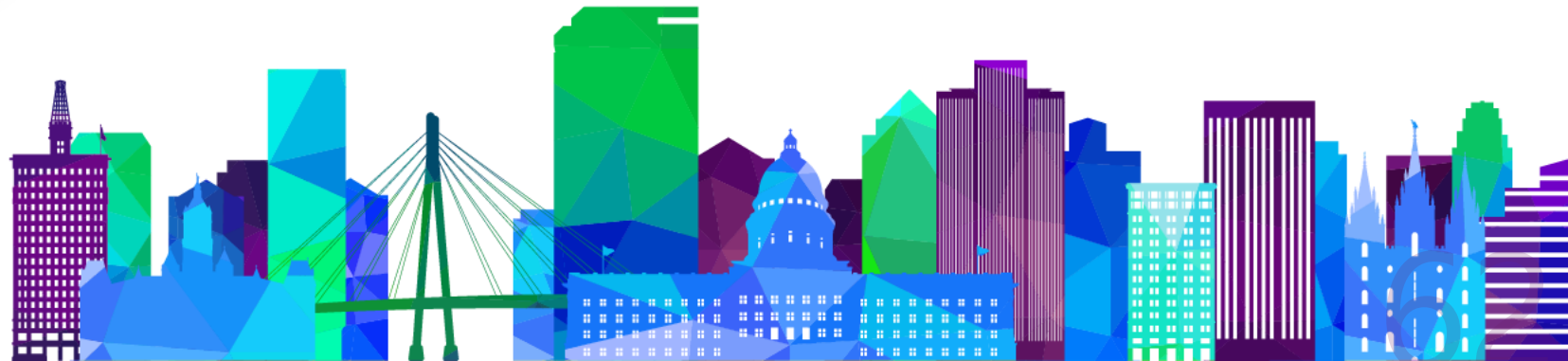


Community Development Financial Institution (CDFI) Status

- 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

**Join the
Conversation!**

open.cuanswers.com/conversations

- 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?

Wrap-up



**Thanks for
the day!**

