

Interface

AFTECH

A Newsletter from AFTECH

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First Ohio Invests

First Ohio Community Federal Credit Union in North Canton became the first credit union to add its name to AFTECH's Client roster in 2005 when it signed an agreement to invest in Advantage core processing and a variety of other AFTECH

products and services.

Organized in 1937 as Hoover Employees Federal Credit Union, First Ohio today is open to any person who lives, works, worships or attends school in Stark County. The

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First Ohio Community Federal Credit Union

Watch Your Mail!



Registration material for AFTECH's 2005 Client Conference will be in the mail soon. The Conference – Come Back to Your Roots! – is scheduled for the Hyatt Regency on the Delaware River in Philadelphia May 4-8. The theme celebrates both our nation's history and AFTECH's 25th anniversary.

Midwest Meeting Planned

A repeat of the highly successful Department Managers Meeting held in Malvern in October is slated for Michigan Thursday, March 24, thanks to the hospitality of Financial Health Credit Union in Lansing, Michigan.

The program will be a slightly condensed version of the October event, with attendees starting Thursday morning with continental breakfast, working through lunch, and then adjourning.

Topics include:

- ◆ Marketing (Advantage e-mail, RD³)
- ◆ EFT Services (Verified by VISA; Shared Branching; ATM services; match and kill)
- ◆ TNT (Maxxar)
- ◆ ApLaunch

Information is available in AFTECH's Weekly Status, and has been sent to all AFTECH Clients. There is no charge for the Department Managers Meeting.



Joe Antellocy

From The President

I recently attended a Fiserv strategic planning meeting where I was asked to identify AFTECH's value

proposition. In formulating a response, I stated that AFTECH's goal was to become our Client's "Most Trusted Partner". As a trusted partner we seek to provide the best total solution to solve our Client's broader problems and be flexible and committed to results. The facilitator paraphrased, "Client Intimacy" and in the context of the meeting, I agreed.

To achieve the highest levels of trust and intimacy, it is essential AFTECH understands -- and that our Clients share -- the business drivers and needs that are critical for success. I have encouraged our Account Management Team to collaborate with our Clients' business people and to formulate an action plan that aligns with the strategic and tactical goals of the Client organization. I am hopeful these initiatives will result in successes for your organization.

Everyone at AFTECH is pleased with the 81% Client response rate from the 2004 Fiserv Annual Satisfaction Survey. Thank you for taking time out of your day to

help us obtain an understanding of the service quality you are experiencing. I am proud to report that our overall satisfaction rating has improved 13% over last year's results. This marks the third consecutive year of double digit improvement in our Annual Client Satisfaction Ratings. Rest assured, we are absolutely planning to continue this positive trend.

It has been three years since I joined the AFTECH Team and I want everyone to know how encouraged I am about our future. In 2005 I believe we will once again show share gain in our market because of what our existing Clients are telling others about the value we provide. I believe we will continue to provide innovative products and services to our Clients that will help them succeed. Mostly, I believe in our people and their commitment to servicing our Clients. It is a good time to be an AFTECH Client.

We appreciate your business,

Joe

First Ohio Invests

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credit union has slightly more than \$25 million in assets and nearly 6,000 members.

CEO Kim Lapinski says First Ohio chose AFTECH to broaden the range of member service offerings, including the addition of home banking with the best-of-breed **aftech@net** product.

Other products include the Advantage Financial Suite; Collections; Internet Credit Report; RD³; Loan Suite; and Signature Verification. Third party products in First Ohio's investment include Maxxar audio response; the IMM electronic office products; and Diebold Teller Cash Dispensers.

Antellocy, Neill Meet AFTECH Clients

More than 20 representatives of a half dozen Midwestern AFTECH Clients met with AFTECH President Joe Antellocy and Fiserv Credit Union Group President Tom Neill at Security Federal Credit Union December 14 to discuss the AFTECH – Fiserv relationship.

Neill presented a brief history of Fiserv and explained its relationship with its business units. Security Federal SVP Donn Makedonsky asked Neill “What if Fiserv puts AFTECH on the block?”

Neill made it clear in his reply that Fiserv is “110% committed to AFTECH. Fiserv will not sell AFTECH.” Responding to a question from Security Federal’s John Scott about the potential for merging the various credit union DP providers owned by Fiserv, Neill was even more emphatic: “Fiserv has no plans to merge any credit union units . . . Fiserv is very comfortable with business as it is today.”

In his own comments about AFTECH, Antellocy focused on three areas: Client satisfaction; business development; and new business solutions.

Client Satisfaction: “AFTECH’s Client Satisfaction Survey results have improved substantially since 2002. Our ratings improved 15% in 2002; 15% more in 2003; and 13% more in 2004, with more than 80% of our Clients responding,” Antellocy said.



Fiserv’s Tom Neill

Business Development: In terms of new sales, Antellocy reported: “We are concentrating on certain territories and regions and on mid-size credit unions. The outlook for this strategy is very promising. We have several prospects close to decisions. Existing AFTECH Clients are also reinvesting heavily in AFTECH.

“The **aftech@net** and Net Credit products have been very successful for AFTECH, so successful that we have had opportunities to private label them for other companies.”

New Business Solutions: Pointing out that AFTECH had collaborated with many Clients on new products through the Innovators program, Antellocy reported on two recent examples: Team One Credit Union in Saginaw, MI, which helped develop MRM Plus; and Tucson Old Pueblo in Tucson, AZ, which helped develop Relationship Pricing.

Other new products developed or installed in 2004 include:

- Advantage Portal
- Task Dispatcher
- Wisdom GL and ALM Interface
- .NET version of **aftech@net** (Many clients have commented on the improved efficiency and speed for members)
- IMM TotaleAtlas (Solution for the LMS Loan forms)
- Itanium from HP
- IMM SecuritEnrollment (signature cards, etc.)

On the development calendar for 2005:

- Non-member loans
- Batch Deposits (commercial accounts)
- Relationship Pricing
- IMM TotaleReceipts in @Net with non-member loans
- Indirect Lending Portal
- New **aftech@net** options (member managed payroll distribution; Quicken/Intuit support; other FI transfers; enhanced e-mail notices; automated enrollment (inbound non-members))
- New COLD viewer
- Profile Management System

ATPC Report

Challenges that every organization faces are obsolescence and how to determine if changing the organization is desirable. Over the last couple of months, the members of the ATPC have been evaluating our purpose and whether or not as a group we were still relevant to the AFTECH Client base or if it was time to change into something else or even disband.

The members of the Council recently met with AFTECH to identify the answers to these questions. The answers we developed at the meeting we hope will help ATPC to meet the needs of AFTECH and its Clients.

We started with understanding the value proposition that AFTECH seeks to give its Clients that their competitors do not. That value proposition is articulated as “Client Intimacy”. We recognized that AFTECH received input into their corporate direction from 5 sources. These sources are the Account Managers, the ATPC, the Advisory Group, internal individuals and Fiserv. Here I will address the first three sources.

The first group is the Account Managers. These individuals have direct contact with the individual Clients and are charged to have in-depth discussions with their Clients 3 to 4 times a year on the needs of those Clients. They are to share those needs and suggestions with AFTECH for analysis and planning. These discussions help AFTECH determine needs anticipated for the short, medium, and long term.

The second group is the ATPC. This group will provide AFTECH with identification of technologies and products that we feel will have value and be of importance to the Client base. AFTECH will also identify technologies and products that they feel meet the same criteria. The ATPC will then offer AFTECH their opinion of the potential value of these items to the Client base. We will use the Client base as one of the resources to determine how well the criteria are met. This will allow AFTECH to detail medium and long term plans.

The final group is the Advisory Group. This group has taken on the task of providing AFTECH with their vision of the credit union industry of the future and helping to identify those long term concerns that will affect credit unions in the future. This will help AFTECH to detail long term plans.

To recap the group discussion: Long term Plans are developed with information provided by the Clients through the Account Managers, the ATPC and the Advisory Group. Medium term plans are developed with

the Account Managers and the ATPC. The Short term plans are developed primarily with input from the Account Managers. It is important for AFTECH to have all three perspectives when developing the product and services needed by existing and future Clients.

What does this mean to how the ATPC will operate? First of all, the existing subgroups are being eliminated since they would continue to serve no purpose. We found that the Clients did not always understand the purpose of the groups and the effort to maintain the structure diluted our ability to address larger needs. In addition, the existing e-mail lists will be consolidated into one and everyone on the lists will receive the same e-mails from the ATPC.

The group will continue to have conference calls monthly but also add 3 to 4 face-to-face conversations in conjunction with other AFTECH hosted events, such as the Client Conference. The minutes of the meetings will be posted on Client Central as they are now. Any Client can contact any ATPC member with something they feel should be discussed as a new product, service or change that would benefit the Client base as a whole. We encourage our fellow Clients to inundate us with these ideas; it is the only way that AFTECH can know and understand where to take the product and service offerings to benefit the Clients and themselves.

We will also use the e-mail lists to ask for Client interest and feedback on the products, services or technologies. We will try to represent the entire Client base but we are only six individuals out of the entire Client base. As we have said several times, each of your viewpoints has value in determining what AFTECH may or may not do.

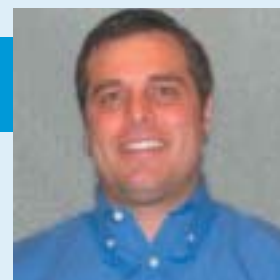
We will use Client Central, e-mail, the Weekly Status and this newsletter as communication channels to apprise you of the things we discuss and evaluate. As we go forward, we will identify which channel will be used to communicate what type of information. We hope that you will respond with your thoughts and opinions as we move forward.

We deeply appreciate the support and reception that you, our fellow Clients, have given us over the last two years. We have tried to work with you and AFTECH to improve the product and hope you have been pleased with our efforts. We sincerely hope that you will continue to find the work we do of value to each of you.

Alan Darbe
State Employees Credit Union of Michigan

Meet AFTECH:

Mike Pezone



Mike Pezone

Selling a product is a goal and an accomplishment for any company, but building and maintaining a relationship with a client is even more important. AFTECH account managers are the company's key relationship builders, so let's meet one of them: Mike Pezone.

A graduate of the University of Phoenix with a B.S. in Management, Mike has been at AFTECH since 2000. A native of Downingtown, PA, Mike began his career doing tool design for a company in Michigan. Thanks to a friend, Mike moved into software design.

This new-found interest in software and its components led to work at Shared Medical Systems, where he broadened

his interests to programming and project management.

From Shared Medical, Mike moved to AFTECH. What does he do for AFTECH?

Mike's job involves establishing and maintaining relationships with AFTECH clients, as well as presenting new products and services. In his spare time, Mike enjoys golfing, going to the movies and spending time with his family (which is especially interesting, since Mike and his brother Jim married sisters!). Mike and his family still reside in Downingtown.

Holy Rosary Adds Products, Services

Holy Rosary Regional CU in Rochester, NH – an AFTECH Client since 1998 – has made an extensive reinvestment in AFTECH and AFTECH-supported products and services.

In the last few months, the credit union has added a wide range of offerings for its 13,000-plus members. These include:

- Advantage Loan Suite with eForms
- Advantage Net Credit
- Advantage RD³
- Advantage Relationship Pricing
- OLP - Bank Insight
- @net server and .Net upgrade
- @net Check Presentment
- Online ATM and Debit Card Software, with Online Overdrafting
- IMM TotaleReceipt
- IMM TotaleChecks

The additions give the credit union expanded paperless capacity; higher-speed home banking with enhanced services; improved access to member data for marketing and financial analysis; and improved transaction security.



Holy Rosary CEO,
Brian Hughes

LaRosa Named CEO

John La Rosa, COO of Philadelphia's Police and Fire FCU since 1992, moved to the CEO's position February 1. LaRosa – who holds graduate degrees in accounting and finance from Loyola College and Drexel University – joined the credit union as CFO in 1990. A graduate of Drexel University with a degree in electrical engineering, La Rosa held positions at Martin Marietta and General Electric before moving to Police and Fire. He is also a director and the treasurer of the credit union.

First “Design Day” a Success

AFTECH's first Design Day brought representatives of five Clients together to discuss the nuts-and-bolts details of six product enhancements. Functioning as a focus group to bring a credit union perspective to the projects, the five made a number of suggestions to improve the new features.

Enhancements on the Design Day discussion agenda included:

- ◆ Scheduled transfers via **aftech@net**
- ◆ Setup and maintenance of ACH origination requests via **aftech@net**
- ◆ Traveler's check inventory
- ◆ Debt cancellation programs
- ◆ Non-member loan applications
- ◆ Online member enrollment

Key suggestions coming out of the day's discussions included renaming of the debt cancellation program (the new name is “supplemental credit protection”); member notification of a failed transfer by entering a zero-dollar transaction on **aftech@net**; expansion of the traveler's check module to include a variety of inventoried items,

such as theater tickets, postage stamps, etc.; presentation of a default payment matrix, showing the preferred combination of insurance and supplemental credit protection to be offered to the member.

Interested in more Design Days? They will be a feature of AFTECH's Client Conference in Philadelphia May 4-8.



Design Day Participants
(Standing) Tom Gilson, Police and Fire FCU,
and Michele Smith, Discovery FCU
(Seated) Peg Conway and Jennifer Miller, DEXSTA FCU.



Another **Fiserv** Connection

If you have any questions, concerns, or suggestions about AFTECH, or want more information, please contact:

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