



Joe Antellocy

From The President

Every year we are honored to share time with our valued Business Partners and Trusted Clients and every year it

seems to me we are collectively improving. I was particularly impressed by the energy, commitment and focus of this year's Conference attendees. It is clear to me we are well armed with skilled people and enabling technology to take on the competitive challenges and growth opportunities ahead.

EVP of Callahan & Associates, Inc., Jay Johnson's Conference presentation provided the following thought-provoking information:

- Members prefer convenience (29%) to price (3%)
- 78.2% of bankers believe branching will be their main avenue for growth
- Credit unions are less efficient than banks (75.6% vs. 57.6%)
- Spread between net interest rate (3.32%) and operating expense ratio (3.22%) is closing rapidly
- Credit union service revenue (1.13%) has exceeded net income (.92%)

Mark Sievwright, the former President of The Tower Group and SVP at Fiserv, shared the following:

- A Credit Union Case Study showed 23.7% of membership represents 213% of the profit; 66.8 % of membership is unprofitable.
- The "Leaders-of-the-Pack" all have coherent strategies for how they differentiate and add value to their customers (members)

- They make decisions that resonate with customers (members) – "friendlier" pricing, off-site locations, high standards of service and convenient, easy-to-use delivery channels (including branches, ATMs, Call Centers and Online Banking)

The Cornerstone Scorecard for benchmarking bank performance shows:

- The peer median for teller transactions per teller per month is 2,254
- The peer median for call center calls handled per day is 53

What I have learned from attending our Conference is we must continue to collaborate with our Clients and Partners to create and deploy solutions that improve operational efficiencies and provide more convenience to the members.

I believe we currently offer a robust suite of proven force multipliers that empower our Clients to succeed in the face of competitive challenge. The Conference served well to expose the toolset for continued success. We appreciated your attendance and we are looking forward to seeing you again at Client Appreciation Days.

Sincerely,


Joe

Meet AFTECH:

Jim Woodcock



In the technology world, it is important that clients be offered the newest and most advanced features available to run their software. At AFTECH, Lead Programmer Analyst Jim Woodcock does exactly that.

Born in Lancaster, PA, Jim attended Penn State University, where he majored in Public Administration and Economics. Upon graduation from Penn State, Jim landed his first job working at the Lebanon Valley National Bank. It was at Lebanon Valley that Jim got his first taste of performing system conversions as well as installations. After two years at Lebanon, Jim was hired by AFTECH as a Lead Programmer Analyst. So what kinds of jobs does Jim perform for AFTECH?

Jim codes new enhancements and features on

AFTECH products. He works exclusively with systems such as aftech@net, in which he enhances export functions to support web connects.

In his free time, Jim enjoys dabbling with triathlons (an athletic contest in which participants compete without stopping in three successive events, usually long-distance swimming, bicycling, and running). Jim now lives in Douglasville, PA. with his wife Colleen and 19 month -old son. Jim and his wife are expecting their second child in August. An interesting fact about Jim is that he met Colleen while both worked at AFTECH.



AFTECH's Frank Weber

AFTECH Founder Frank Weber Honored

Frank Weber, one of AFTECH's founders, was honored at the May Client Conference with induction into the Fiserv Quarter Century Club. The Club honors those who have enjoyed 25 or more years with Fiserv. Frank is the first AFTECH staff member to qualify for the Quarter Century Club.

SRMS Offers VoIP System

AFTECH business partner SRMS now enables you to equip your credit union with a complete business telephone system that delivers powerful, easy-to-use features to maximize employee productivity.

System features include unlimited voice mail, automated attendants, an integrated contact center, easy self administration and call detail reporting. Advanced employee productivity tools include "follow me", one-number access, and Zoomerang® automatic call back from voice mail, as well as comprehensive call detail reporting.

With the new VoIP solution, you can manage your own system and reduce the need for outside technicians. Communications with remote branches can be accomplished with Voice over IP to eliminate toll costs.

The foundation of every VoIP System is an IP-PBX call processing telephony architecture that delivers unsurpassed power and flexibility. Built into every IP-PBX system is the ability to create and manage 2,000 voicemail boxes; even the smallest system comes standard with 1,500 hours of message storage.

VoIP-PBX provides 255 separate Auto-Attendant menus with unlimited menu level expansion, each providing powerful voice prompted menus for call handling and information collection.

The system supports unified messaging by giving the user the option of having their voice mail delivered to any SMTP/POP3 compliant e-mail server like Microsoft Exchange™. With one post office box for all messages, you can retrieve voice and e-mail messages without changing your e-mail system.

For more information, contact Bud Cristello of AFTECH at: bud.cristello@aftech.fiserv.com.

Fiserv Unveils Business, Fraud Products



Two new Fiserv offerings caught a lot of eyes when unveiled at AFTECH's Client Conference. The first — AlertMe™ — is a fraud detection program that warns credit union members when identity theft is suspected; the second is a comprehensive solution to member business lending.

AlertMe provides consumers with early warning of potentially unauthorized credit activity. Members subscribe to the service, which monitors their credit bureau files daily for activities such as new accounts, address changes, or reported delinquencies. Notification of these activities gives members the opportunity to take corrective action if needed.

What **AlertMe** offers your credit union:

- Strengthens member relationships and enhances member service
- Supports credit union specific branding of a high-demand service
- Provides a new, recurring revenue stream
- Offers a valuable service without added administrative tasks
- Reduces indirect costs of supporting members affected by identity theft

What **AlertMe** offers your members:

- Daily monitoring of their credit bureau files
- E-mail notification of posted credit activity
- Low-cost service with automated monthly billing direct from their accounts

- Online access to credit reports
- A yearly reminder to order their free annual credit report
- Identity theft insurance (where available)

Business Solution

Fiserv's Virtual Branch Business Center can help meet the growing demands of your business customers by turning your financial institution into an expert in small business financial services virtually overnight, without capital investment, additional staff, or significant added expense.

The Virtual Branch Business Center leverages relationships with partners that are considered experts in services important to small business – like CDS Companies, Inc. with more than 30 years of experience and PayMaxx, an innovator and leader in payroll processing — so you can immediately offer a suite of financial services to help meet the growing demands of your business clients and achieve your desired business objectives.

Virtual Branch offers:

- Accounts Receivable Management
- Payroll Service
- Accounts Receivable Lending
- Equipment Leasing
- Credit Card Merchant Processing
- Check Deposit Optimization Tools
- SBA Approved Loans
- Private Label Credit Card Programs



Another **Fiserv** Connection

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

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