

Industry Standards... It's About Time!



Agenda

- CUFEX organization
- CUFEX supporters
- What is CUFEX
- CUFEX governance
- Status and roadmap
- CUFEX Participation

CUFX Executive Committee

- Heather Moshier, San Diego County CU
- Jeff Johnson, Baxter CU
- Belinda Caillouet, Spokane Teachers CU
- Guy Russo, Community America CU
- Brad Sears, Grow Financial FCU
- Alex Barker, Mountain America CU
- Robert Reh, Nassau Financial CU
- Mike Atkins, OTS (Bethpage, Bellco, SECU – Maryland)
- Zandy Reinshagen, San Antonio CU
- Chris Saneda, Virginia CU
- Kyle Welch, BECU

Credit Union Supporters

- Affinity Plus FCU
- Alliant CU
- America First FCU
- Baxter CU
- BECU
- Bellwether Community CU
- CoastHills FCU
- CommunityAmerica CU
- Corning FCU
- Delta Community CU
- Ent FCU
- First Alliance CU
- Greylock CU
- Kemba Financial CU
- Kinecta FCU
- Kiva CU
- Maps CU
- Michigan State University FCU
- Mountain America CU
- Nassau Financial CU
- Quorum FCU
- PrimeWay Federal CU
- Royal CU (RCU)
- San Antonio Credit Union
- San Diego County CU
- Schools First FCU
- Spokane Teachers CU
- Texas Dow Employees CU (TDECU)
- TYCO FCU
- United Community CU
- Unitus Community CU
- University FCU
- Virginia CU
- Washington State Employees CU (WSECU)
- Wescom CU

Vendor Supporters

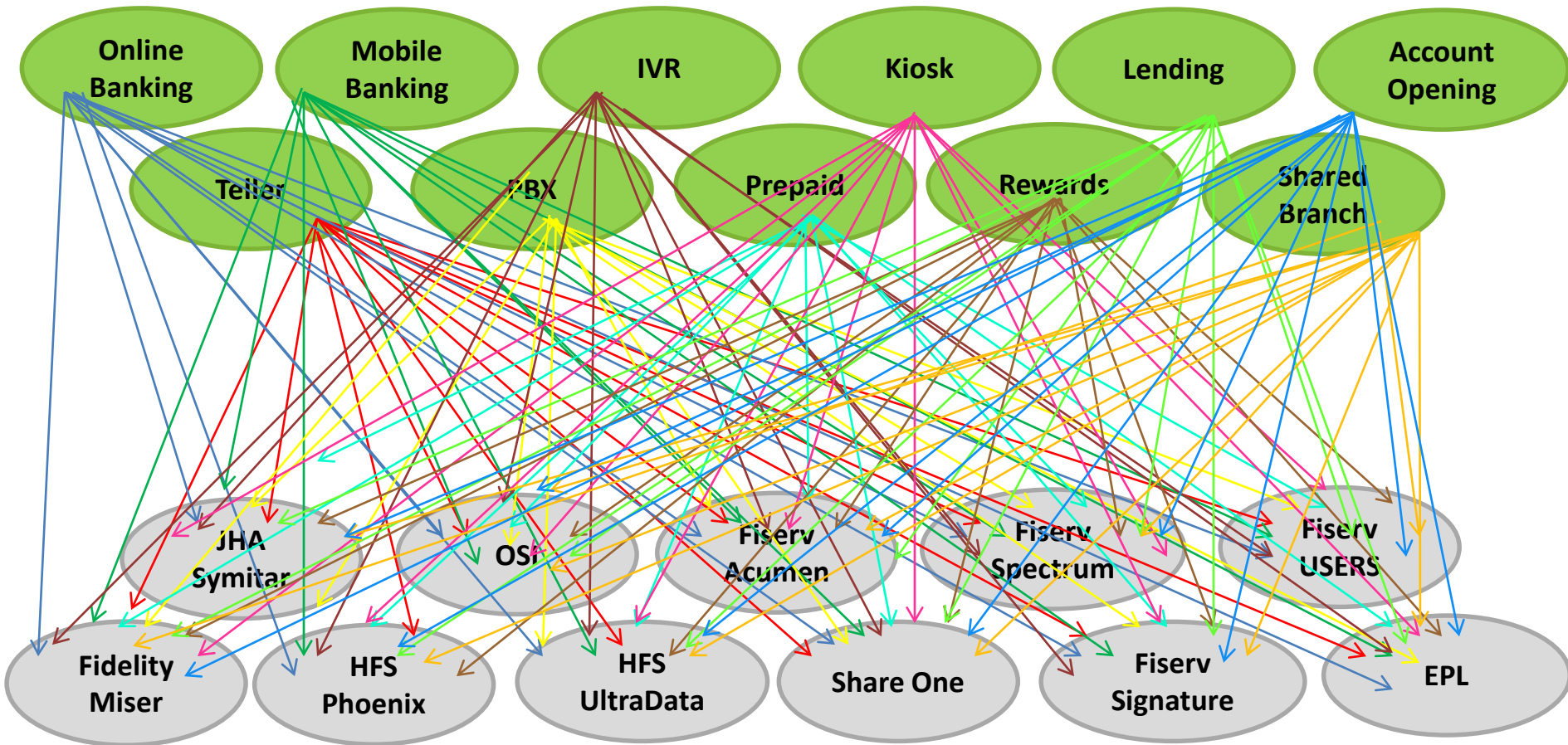
- Akcelerant Software
- Alkami Technology
- Andera
- Baker Tilly Virchow Krause, LLP
- Business Data Inc.
- Clifton Larson Allen
- CO-OP Financial Services
- Corillian
- CUNA Mutual Group
- Diebold
- Filene Research Institute
- Finivation Software
- FIS
- Fiserv
- Harland Financial Solutions
- Imaging Office Systems, Inc.
- Intuit
- KIVA Group Inc.
- Layer 7 Technologies
- Malauzai
- MeridianLink
- Money Desktop
- Open Technology Solutions
- OSI
- Osprey Software Solutions
- PSCU
- Software & Management Associates (SMA)
- Symitar / Jack Henry
- Trace Security Inc.
- Visconti Consulting LLC
- Wescom Resources Group
- Worldwide Interactive Services, LLC

The Opportunity

What We Need

- Focus on member interaction
- Vendor and credit union innovation
- Faster time to market
- Reallocation from back to front office
- Reduced expense and complexity

What We Have



The Problem With This

- Delayed and costly product launches
- Inconsistency across channels
- More errors and security concerns
- Not enough focus on innovation
- Expensive and complex

Enter CUF^XTM

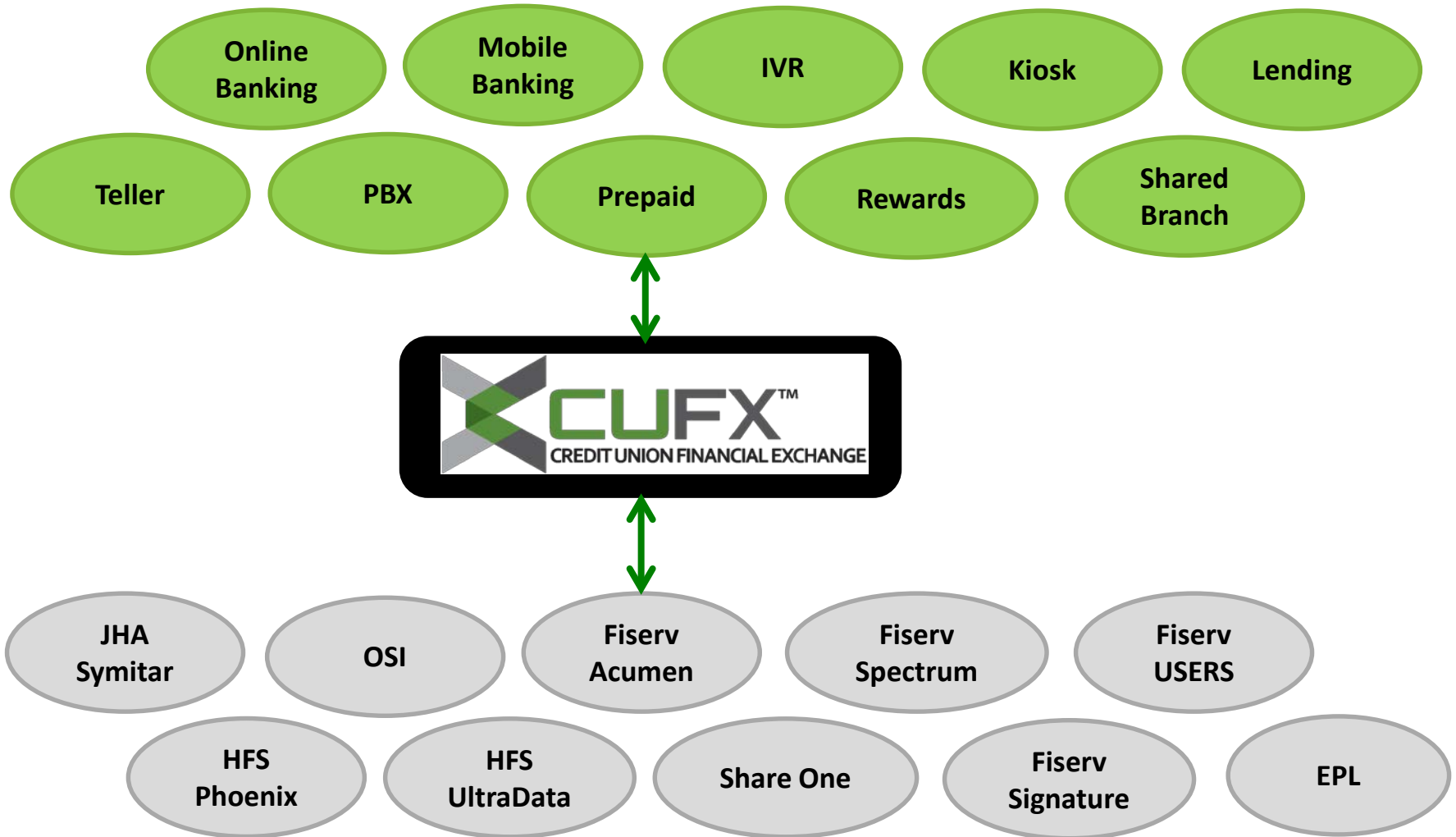


www.cufxstandards.com

Enter CUF^X[™]

A collaboration among credit unions, vendors, and CUSOs to implement technology standards to improve speed to market, enable innovation, and reduce complexity and expense.

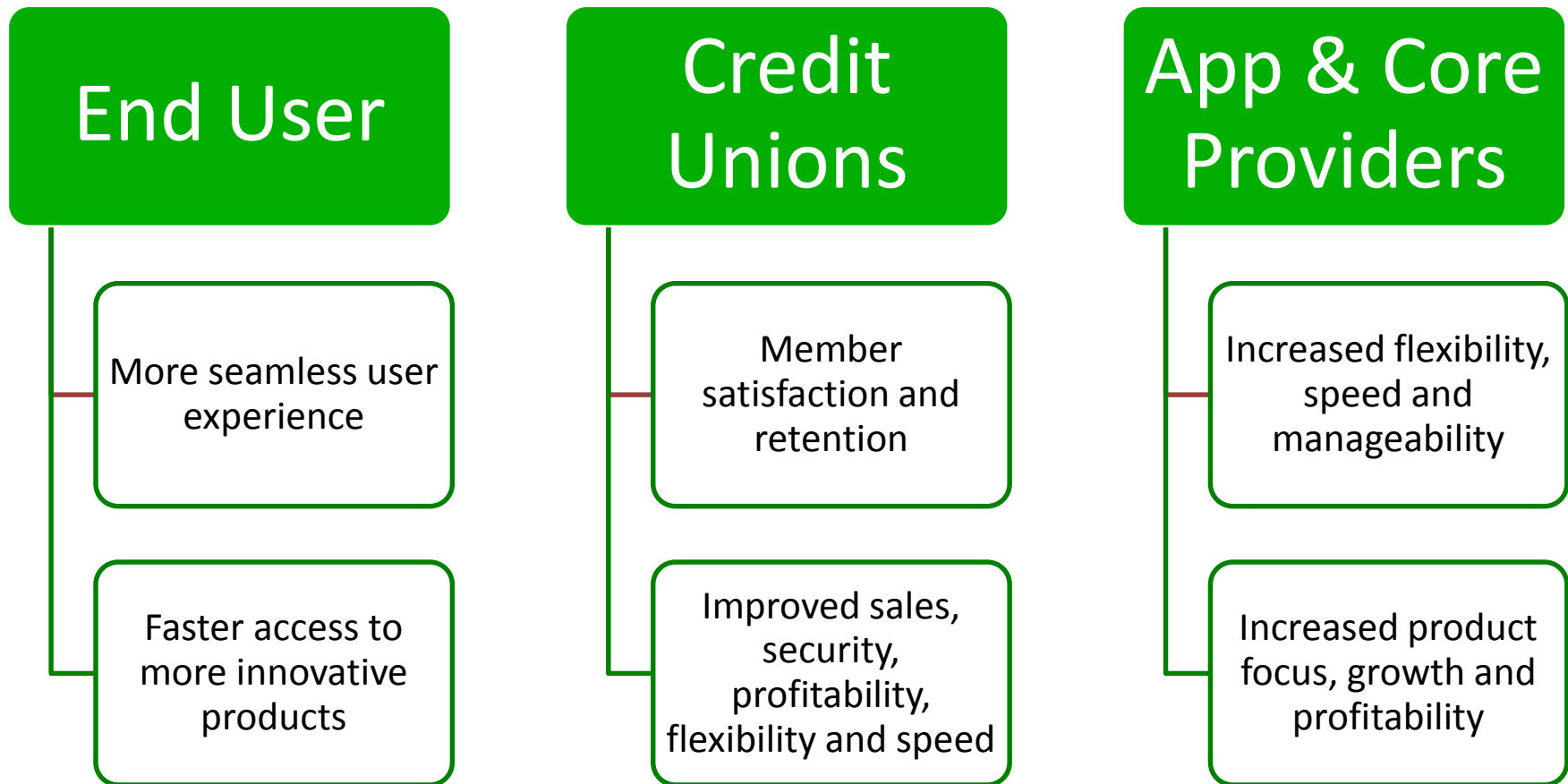
A CUFX Future



What is CUFX?

CUFX is an open, vendor agnostic and broad integration standard designed by leading credit unions and vendors to reduce the time and cost of systems integration

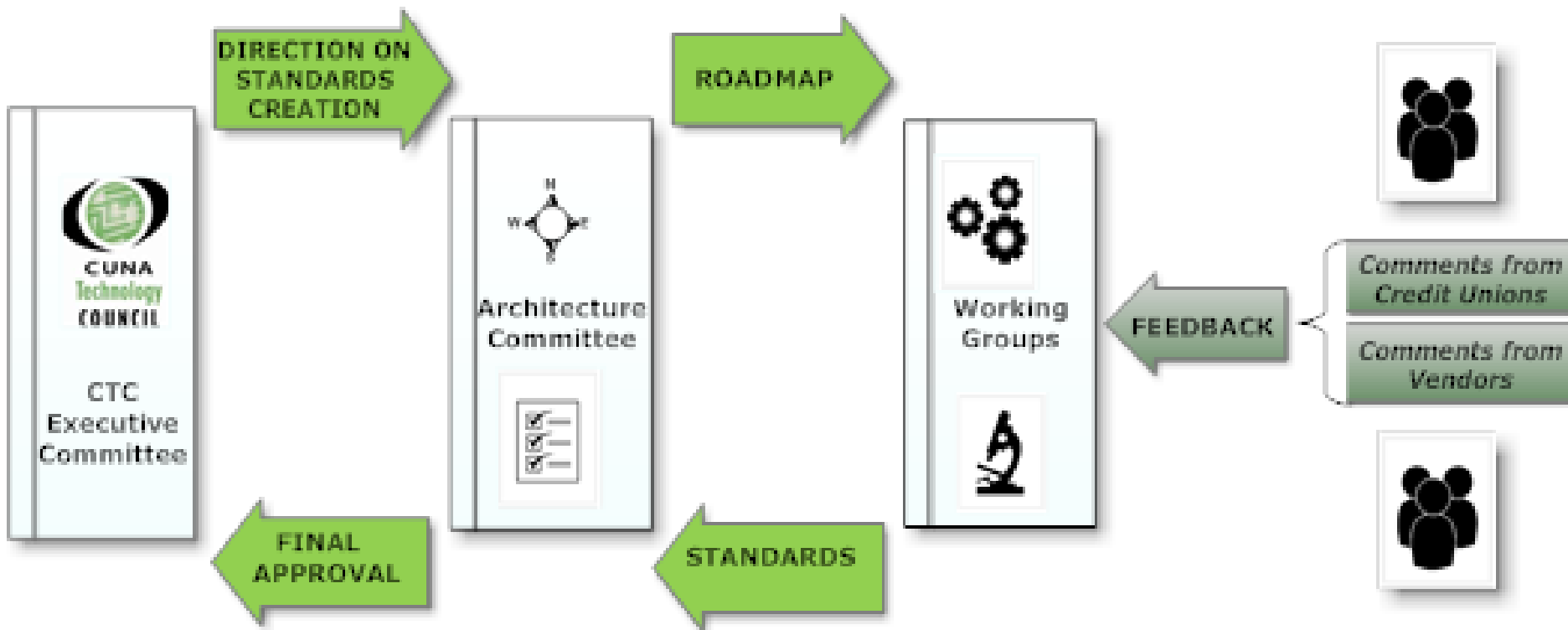
Faster, more efficient systems integration will benefit all parties



Governance

CUFX Standards Process

CUNA Tech Council Executive Committee directs the Architecture Committee



CUFX Steering Committee

- Jeff Johnson, Baxter CU
- Brian Bodell, Finivation Software
- Mike Atkins, OTS
- Heather Moshier, San Diego County CU
- Belinda Caillouet, Spokane Teachers CU
- Chris Saneda, Virginia CU
- John Best, Wescom CU

Current Status January 2014

CUFX Standards Status

- CUFx version 1.0
 - Personal Financial Management – complete
- CUFx version 2.0
 - New Member Applications – complete
- CUFx version 3.0
 - Online Banking / Mobile Banking / IVR - released for comment

CUFX Implementations

- New account tablet app
 - Baxter CU
 - Grow Financial CU
 - San Diego County CU
 - Washington State CU
 - Wescom CU

CUFX Implementations

- Grow Financial Credit Union
 - Proof of Concept with Kiva Group and MeridianLink – In Progress
- Washington State Educators Credit Union
 - Proof of Concept with MeridianLink - Planned
- Mobile Development Company
 - Proof of Concept – In Progress
- Baxter Credit Union
 - Pilot – Freedom Pay Project
 - Production - Money Desktop (PFM) to Symitar & PSCU

CUFX Video

Please click on the following link to see the CUFX Video
or copy into your browser to view.

<http://www.youtube.com/watch?v=w00RD5nHxes>

The video will not be shown during the presentation.

How to become a part of the solution

Your participation with CUFX is the Key

- **Adopt the standards** - Commit to utilizing the standards and to provide feedback to CUFX for continuous improvement.
- **Provide expertise** - Credit union and Vendor professionals (business and technical) are needed to participate on Working Groups to advance and improve the standard.
- **Provide feedback** – Credit unions and Vendors are needed to review and provide feedback on the specifications generated by the Working Groups and Architect Committee.
- **Provide financial support** - Credit unions and vendors can contribute capital in support of the effort.
 - Founder's Circle - \$100,000 and Up
 - Visionary - \$50,000 - \$99,999
 - Champion - \$25,000 - \$49,999
 - Advocate - \$10,000 - \$24,999
 - Supporter - up to \$9,999

How to Contact CUFX

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Contributions should be directed to:
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c/o Credit Union National Association
P.O. Box 78546
Milwaukee, WI 53278-0546

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Questions?