

### *Core Systems as Systems of Engagement*

From the start KeyStone was designed with a “Core-Centric” approach to store every bit of data that interacts with the core. The granularity of our transactional history is unmatched in the industry. The ability of our API (KeyBridge) to make every data field available to third-parties allows for data elements to be stored within KeyStone that typically needs to reside on the third-party application. Having this data allows our credit union partners to have a more complete picture on member habits, interactions etc. that creates an unparalleled member experience.

When it comes to anticipating members’ financial needs and milestones, it first starts with having the “key” data within the core as described above. Our integrated Business Intelligence tool allows our credit unions to mine that data to tailor dashboards, member screens, member interactions, etc. based on the specific credit union initiatives that creates that unparalleled member experience. KeyStone has been designed from the ground up to be focused on the members and their relationships with the credit union. In action this person-centric philosophy will positively impact your credit union from day one because the more you know about your members the better you can serve them.

Because Corelation’s KeyStone core is an open-architecture system, nearly any third-party vendor can integrate with it to help bring mobile, online, social media and other channels together to help create an engaging experience for members. This “openness” enables the mobile, online, social media, and other channels to easily work with KeyStone. In turn, credit unions have the freedom to plug and play whatever solutions they like that will meet their members’ specific needs well into the future – no matter the channel.

Our Corelation Certified Partner Program allows our third party partners to provide many features outside of traditional digital banking such as change address with multiple address support, stop payments and integration with the KeyStone workflow and credit reporting engines. We designed KeyBridge to provide the full range of capabilities to all delivery channels, and we are pleased that our partners are taking advantage of KeyBridge to provide the level of core integration that credit unions expect

In an age when technology is changing so rapidly, this openness is a must for most credit unions as they continue their digital journeys that will ultimately keep the relevant. Corelation’s KeyStone is essentially the hub that connects it all together to make it work and this is what credit unions are looking for today because of all the choices and opportunities out there for them to better serve their members.



**Theresa Benavidez**  
President



**Theresa Benavidez** is President of Corelation Inc., a core processing developer for the credit union industry. She has spent her entire career working directly with clients in the credit union industry. Her primary focus has always been in the areas of client service and product delivery/installation. She has worked tireless hours with many in the industry, from executives to IT staff to teller trainees, to ensure the success of conversions, system upgrades, and client support. Theresa and Corelation’s founders have spent their entire careers creating core systems and providing unparalleled client service, and are proud to offer credit unions their new KeyStone core processing system.

#### Contact Info

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