

## Are You Ready to Launch Your FREE Mobile App?

### SIGN UP FORM AND REQUIREMENTS

We're excited to introduce the **It's Me 247** Mobile App for Apple and Google app stores. This is a wrapper-style app developed by CU\*Answers – meaning it's an app that "wraps" around **It's Me 247** Mobile Web Banking — with all of the power of a full-featured mobile banking site, available to your members via app stores for iOS and Android devices. This document outlines the steps required to take to launch this app for your members.

Launch window begins

**Nov. 1<sup>st</sup>**

Sign up today to get in line!

### What's in the It's Me 247 Mobile App?

- Our own Content Management System (CMS) to define the images, text, and links you want to appear in your app
- Space for up to 5 graphical ads on the home page
- Up to 2 configurable links on the home page to jump anywhere you like...to your mobile website, online loan app, and more
- A place for your branch locations and hours
- An FAQ page for answers to questions your members might ask
- Access to **It's Me 247** mobile web banking
- Logo and color branding to match your **It's Me 247** mobile web custom theme

### What's NOT in the It's Me 247 Mobile App?

- This app does not contain an RDC (Remote Deposit Capture) tool
- Other than the specific customization options already explained, no other customizations are available, and the number of buttons and navigation tools are limited to what our CMS can currently support

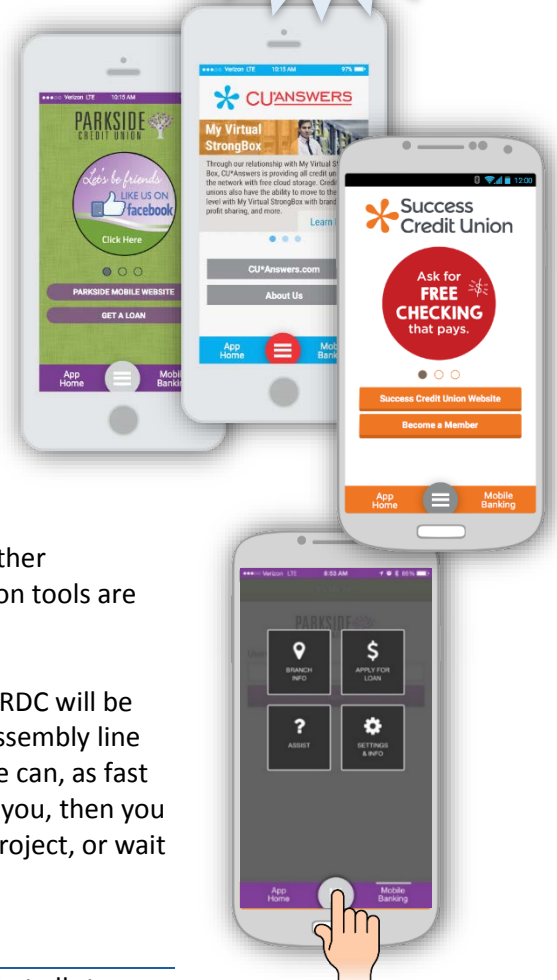
Like every product we produce, this app will evolve and new features like RDC will be introduced in future iterations. The point here is that we want to get an assembly line running that can crank out these free apps for as many credit unions as we can, as fast as we can. If having a third button on the home page is a deal-breaker for you, then you might want to look into other options for your mobile app development project, or wait until a future iteration is released.

### How will the implementation process work?

First review the eligibility rules starting the next page. Once you confirm that all steps are complete, [use the form](#) on page 4 to contact the IRSC and get a slot in the assembly line. We'll work with you to set a target date for rollout. If you haven't completed your **It's Me 247** custom branding project, your first step would be to check out [Self Service Channel Custom Branding Options](#) page and start working with the [CU\\*Answers Web Services](#) team.

### Is it really free?

The app is included in your e-Commerce fee and is available at no additional charge for any existing client, online or self processor, who has completed all of the steps in the eligibility rules explained below. Just remember that some of these requirements might have a price of their own, as well as lead times and steps you'll need to build into your plan. (In other words, don't market a rollout date to members until you know what's still to be done!)



## How does my credit union become eligible for the free app?

To be eligible to get a slot in the implementation schedule, your credit union:

1. Must already have *completed* a [Self Service Channel Custom Branding Options](#) project for **It's Me 247** Mobile Web (a Custom Mobile Web Banking Theme).

What we will use:

1. Submitted logo (vector format)
2. Chosen primary & secondary (accent) colors
3. Background image or color

*Note: There is a separate fee for completing this process. Visit our website for more details. Contact [Web Services](#) with questions.*

2. Must already have a mobile website (or a website built with responsive design).

What we will use:

1. Mobile URLs for button links.
2. UI button styling
3. UI background color or images (if different from SSCBO & custom theme)

*Note: There may be a fee for completing this process, if you do not already have a mobile website. Our [Web Services team](#) would be happy to help you design your website for your mobile users!*

3. Must already allow online loan apps in **It's Me 247**.

4. Must provide an image for *at least 1* advertisement to appear on the app home page.

All URL links will open outside the app into the default smartphone mobile web browser. Image must be 600x400 pixels and in a png or jpg file format. This image can contain transparent areas (png only). Up to 5 ads can be specified.

5. Must provide a button label and URL for *at least 1* button link to appear on the app home page.

Up to 2 buttons can be specified.

6. Must provide branch information.

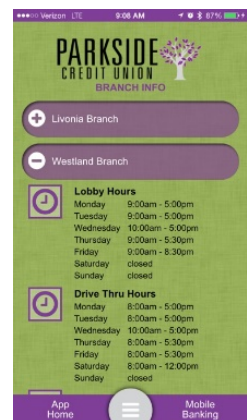
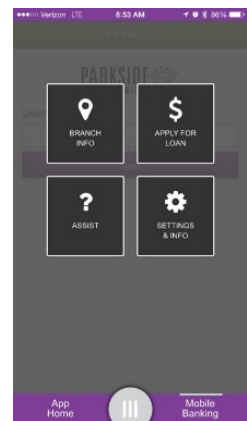
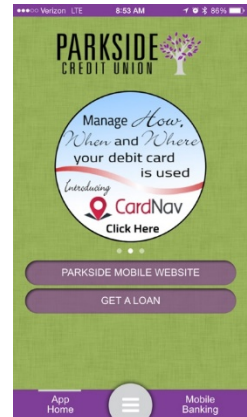
Even though branches might share the same information, do not combine them. Provide the following for each branch separately:

1. Branch Name (this will be the button label displayed in the mobile app)
2. Address
3. Phone Numbers (support, direct lines etc..)
4. Emails (info, support etc..)
5. Branch Hours (including drive-thru hours if applicable)

7. Must provide *at least 3* Q&A (assist) questions and answers.

Up to 10 questions can be specified.

App Samples from  
Beta-Test Participant:



8. Must provide mobile app setup information to be used in the app stores:
  1. Mobile App icon image, either jpg or png format with the dimensions of 1024x1024 pixels (min 72dpi)
  2. Mobile App name (example: Success Credit Union Mobile) – this is the full searchable app name that will appear in both the Apple and Android app stores
  3. Mobile App icon name (Example: Success CU) – since longer app names will often get truncated past 11 characters, you have the option of choosing which name will appear below the app icon
  
9. Must obtain an iOS (Apple) developer license and then hand off login credentials to the IRSC.
 

Apple charges a \$100 annual fee for this license.
  
10. Must obtain an Android (Google) developer license and then hand off login credentials to the IRSC.
 

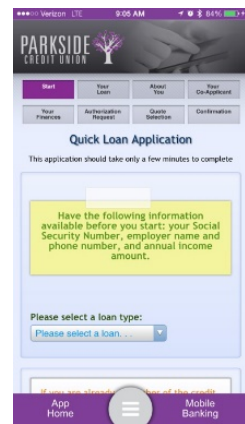
Google charges a one-time \$25 fee for this license.
  
11. Must provide a live test account that can be used for mobile app submission (required for iOS specifically).
 

This also helps with development & QC testing.
  
12. Must assign one dedicated project contact person with the authority to make decisions about app content and deployment parameters. Working with the CU\*Answers Internet Retailer Support Center, this person will need to be available to respond promptly to questions about configuration settings and adhere to all deadlines established by the implementation team.

*Reminder:* Your member service team will also need to be ready to answer member questions about how to get your app from the Apple or Google App store.

**All steps are mandatory and no exceptions will be made.**

Other than the ads and links mentioned above, no other customizations are available at this time.



## I'm ready to get in line!

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Yes! My credit union is ready to jump in line for the free wrapper-style mobile app. I have reviewed the rules and have confirmed that we are already eligible with all requirements steps completed. I am authorized to commit the credit union to proceed with the implementation process.

Credit Union

Project Contact  
Name

Email

Phone

Comments or  
questions

**Return the completed form to the Internet Retailer Support Center at  
[irsc@cuanswers.com](mailto:irsc@cuanswers.com) or fax to 616-285-7288**

Refer questions to [irsc@cuanswers.com](mailto:irsc@cuanswers.com) or  
Kristian Daniel, [kristian.daniel@cuanswers.com](mailto:kristian.daniel@cuanswers.com) or 800-327-3478, x371

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