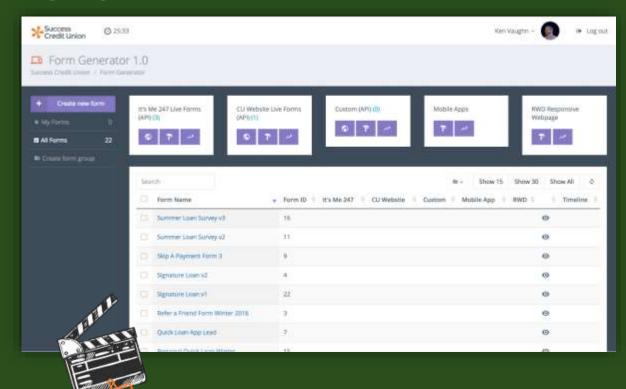
## It's Me 247 Request Center

## DESIGNING YOUR OWN PAGE AND YOUR OWN RETAIL FORMS

- Create an audience of application builders
  - Watch the activity to find applications that work
  - Use those signals to move beyond this platform to direct native integration
- Create a web-based fulfillment center
  - CU-designed processes to go from a member app (for anything!) to services fulfilled
- Offer it via the IRSC and evolve it over time
  - To a self-service generator, then potentially all the way to a turn-key engine sold in an inhouse format



Let's watch another demo Ken put together...

