



**YOUR
IDEAS**

**THIS
SHOULD
BE YOU**

**COME
JOIN
US**

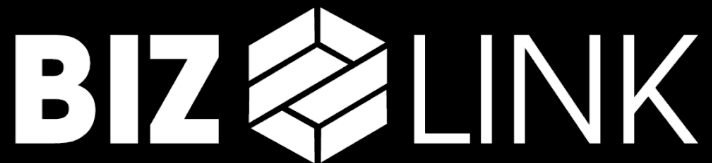
2020 **CEO Strategies** *an interactive event*

**SHARE
WITH
US**

**COME
GET
INVOLVED**

Webinar #1
Tuesday, 11/10/2020
9:00am-10:30am

STUDIO B GUEST: Keegan Daniel

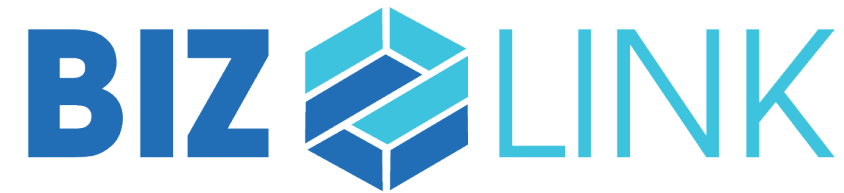


WHAT CEOS NEED TO KNOW ABOUT
Our BizLink Projects
and Goals

Introduction

WHAT CEOS NEED TO KNOW ABOUT OUR BIZLINK PROJECTS AND GOALS

- BizLink is the next big investment, along the line of our Asterisk Intelligence initiative
- BizLink is a consulting team, a client service help desk, and a business unit focused on being the catalyst for credit unions developing programs for business members
 - 2021 will be the second year for this initiative
- This team, its Advisory Board, and the power of the CU*Answers development teams are all focused on helping credit unions start, maintain, and elevate credit union business members and their success





Why does the BizLink initiative position our CUSO well for the next decade?

- We want to **inspire 100 credit unions to start business member services** with a comprehensive suite of solutions
 - We'll do it by inspiring multiple demographics of CUs as the solution, and diverse businesses as the market
- We want credit unions to employ teammates and tactics that require significant vesting, investing, and risk-taking
- More than a teaser to capture business interest, we want credit unions to sincerely capture a business member's patronage for years

You all can cheap out if you want, but that's not our focus



Why does the BizLink initiative position our CUSO well for the next decade?

- Ideas and consulting for business member services are a dime a dozen these days
- Google them, and call these people up
 - That will get you started, and potentially satisfy a passing research fancy
- Our community has been doing this for years – start, stop, start, stop
 - In many ways we had to wait for the world to come to us
 - More importantly, we must show our collaborative resolve

**What is missing from
most of these solutions?**



What is missing from most solutions?

A READY-MADE TOOLKIT THAT CAN BLEND EASILY WITH THE CORE PROCESSOR TOOLS YOU USE FOR YOUR RETAIL MEMBERS

- Most solutions are appendages
- Since you probably only have one team, you need to embed the spirit of serving business members everywhere in your organization and everywhere in your offerings
- A member, whether retail or business, needs to see their interest everywhere – in your loan products, your savings products, in your internet channels – and hear it when they talk to your call center



What is missing from most solutions?

A PLAN TO EVOLVE RETAIL MEMBER TOOLS INTO INTUITIVE ALTERNATIVES FOR THE BUSINESS MEMBER

- Evolving online and mobile banking – what have we learned?
- Evolving smart retail services (transfers) with a business appeal (sweeps)
- Offering diverse ACH solutions to gain credibility for supporting businesses that are originating ACH from their organizations
- Exposing our back-office expertise and capabilities to the member for their ability to do it themselves (Courtesy Pay, ACH exceptions)
- Taking a single RDC deposit and making it realistic for a member who has 175 checks to deposit (Merchant Capture)



What is missing from most solutions?

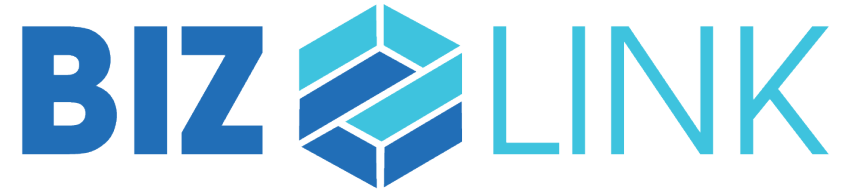
STRATEGIES THAT ALLOW THE TOOLS TO FLEX BETWEEN THE UNIQUE LAYERS OF BUSINESS MEMBER PROFILES

Profiles for members as the market:

- The retail member with a side business gig
- The sole proprietor with a very small staff
- The large business with a clear tactical difference between the membership's owner and their staff
- The 2021-2022 approach is to let the member decide which tools fit their business, by the way they use them
 - Discuss AutoBooks and their changing focus
- Make it simple: the member wants to get paid, or the member wants to pay someone (it's not that different between a business and an individual)
 - Use the right labels as your inspiration

So much for the theory, let's look at our approach for 2021-2022

- CU champions are demanding a more comprehensive solution and focus...
- ...and that's the whole idea behind BizLink
 - Consumer-owners building a cooperative initiative and business line
 - Solutions built at the direction of consumers who will evolve our future
- So what are the resources at the heart of this new CU service desk, consulting and education offering? Who are the product designers and the team that will help CU execute?



**Let's let Keegan give us an
update and introduce us to the
BizLink Advisory Board**

Introducing the **BIZ** **LINK** Advisory Board

- Day Air CU
- Element FCU
- Frankenmuth CU
- Honor CU
- HPC Credit Union
- Notre Dame FCU
- River Valley CU
- Sentinel FCU
- TBA Credit Union
- Unison CU

Who is driving the BizLink initiative?



**Pete
Winner**



**Keegan
Daniel**



**Charlie
Dean**

The 5 BizLink Projects for 2021

BizLink Projects for 2021 and 2022

#1

Business Sweep Accounts

- Maximize earnings by moving operating funds to an earning account each day...then back again the next morning
- Optional monthly fees can be tied to the investment \$\$ balance

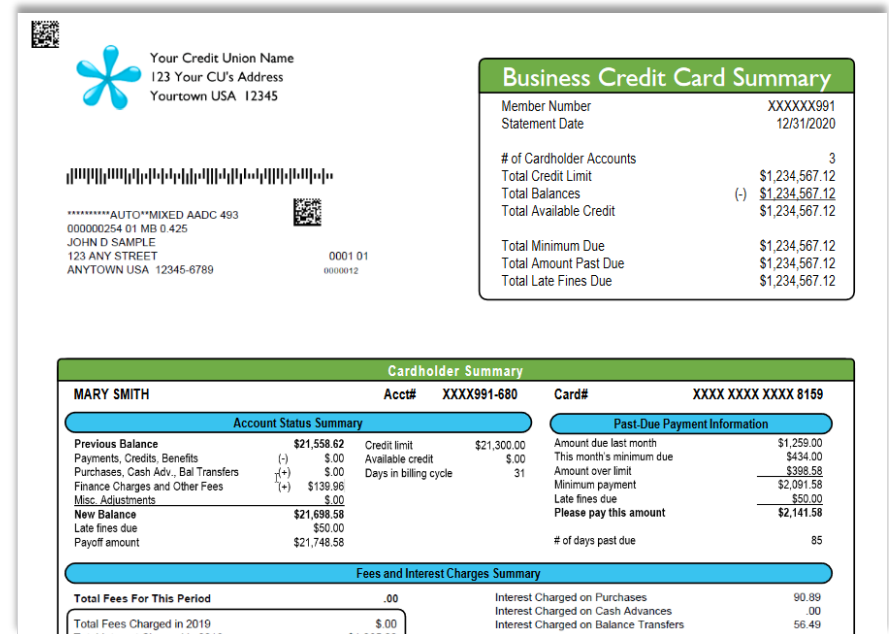


BizLink Projects for 2021 and 2022

#2

Corporate Credit Card Program

- Starting with an optional **summary statement** for business credit card programs



This image shows a sample Business Credit Card Summary statement. It includes a header with the credit union name and address, a QR code, and a member number. The main body contains a table with account status, past due payment information, and fees and interest charges. The statement is dated 12/31/2020 and shows a total balance of \$1,234,567.12.

Business Credit Card Summary

Member Number: XXXXXX991
Statement Date: 12/31/2020

of Cardholder Accounts: 3
Total Credit Limit: \$1,234,567.12
Total Balances: (-) \$1,234,567.12
Total Available Credit: \$1,234,567.12

Total Minimum Due: \$1,234,567.12
Total Amount Past Due: \$1,234,567.12
Total Late Fines Due: \$1,234,567.12

Cardholder Summary

MARY SMITH
Acct# XXXX991-680
Card# XXXX XXXX XXXX 8159

Account Status Summary

Previous Balance	\$21,558.62	Credit limit	\$21,300.00
Payments, Credits, Benefits	\$ 0.00	Available credit	\$ 0.00
Purchases, Cash Adv., Bal Transfers	(+) \$ 0.00	Days in billing cycle	31
Finance Charges and Other Fees	(+) \$139.96		
Misc. Adjustments	\$ 0.00		
New Balance	\$21,698.58		
Late fines due	\$50.00		
Payoff amount	\$21,748.58		

Past-Due Payment Information

Amount due last month	\$1,258.00
This month's minimum due	\$434.00
Amount over limit	\$398.58
Minimum payment	\$2,091.58
Late fines due	\$50.00
Please pay this amount	\$2,141.58
# of days past due	85

Fees and Interest Charges Summary

Total Fees For This Period	.00	Interest Charged on Purchases	90.89
Total Fees Charged in 2019	\$ 0.00	Interest Charged on Cash Advances	.00
Total Interest Charged in 2019	\$1,265.00	Interest Charged on Balance Transfers	56.49
		Total Interest For This Period	\$17.38

BizLink Projects for 2021 and 2022

#3

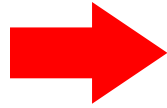
Business Online Banking Tiers

- New business online banking solutions will let credit unions offer multiple options
- Each based on the specific need of each business (small, big, and in between)

Step 1: Rebranding our existing multi-login solution

Starting Jan, 2021:

It's My Biz 247
Online Banking



Will be known as:

BIZ  **LINK247**
Online Banking for Business

- New theme, same functionality
- Multi-login credentials

Step 2: Introducing a new small-business solution

Coming in 2021:



- Single look-and-feel theme
- One set of login credentials
- See/Jump to **It's Me 247** or **It's My Biz 247**
- RDC

Tiers for Business Online Banking

Format A

Individuals and Small Business Members



Format B

Business Members Only



Multiple themes	Single theme	Single theme
Single logon	Single logon	Multi-logon (MLO)
Retail member	Retail member with a side gig, sole proprietor, mom-and-pop business	Large business with multiple employees

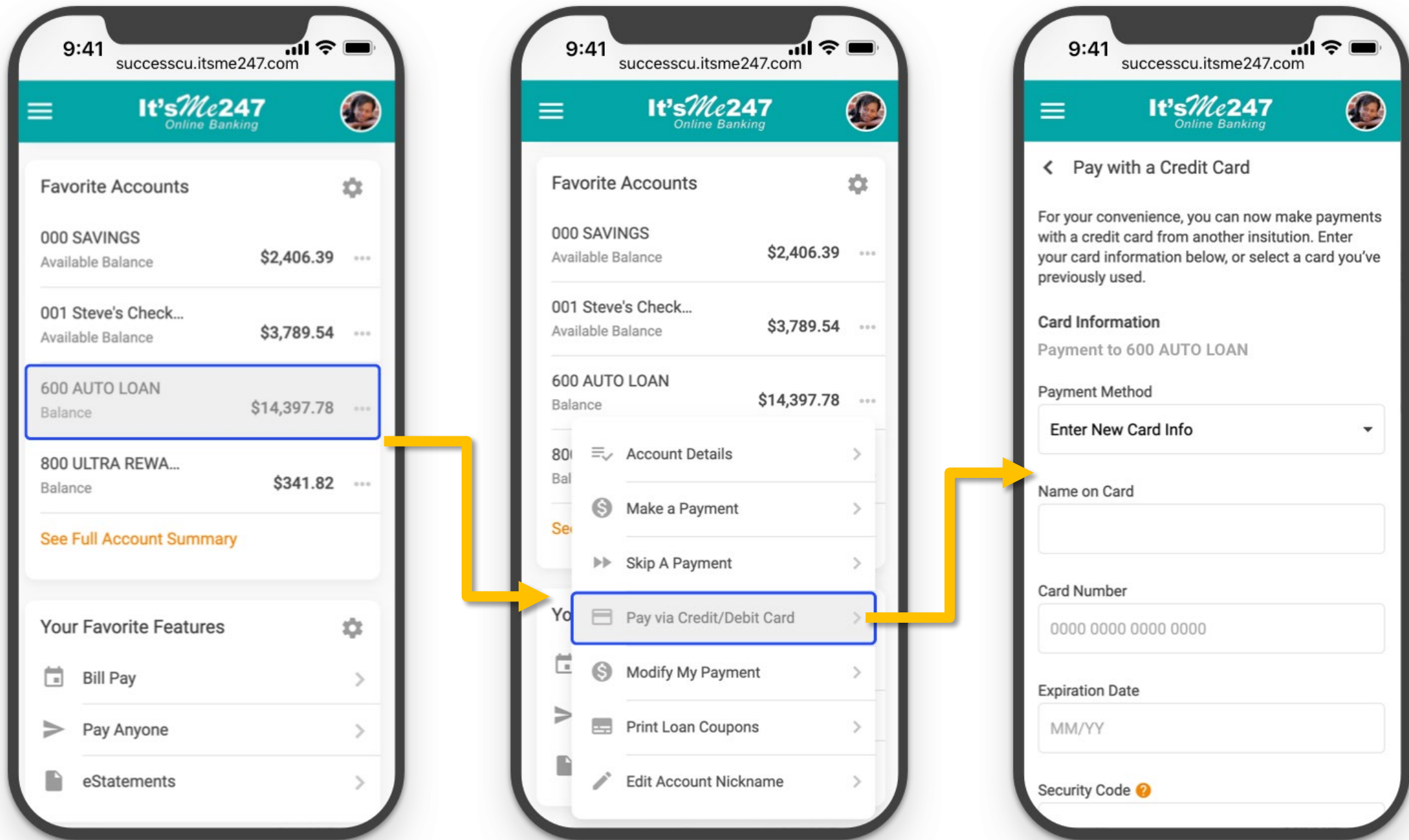
BizLink Projects for 2021 and 2022

#4

ACH Services

- We're working with **Magic-Wrighter** to dive deeper into services for CUs and their business members
- A toolbox-full:
 - A preferred solution
 - Optional solutions from Vizo Financial, Jack Henry, Corp One
 - The credit union's solution

Incorporating the Magic-Wrighter Toolkit in



BizLink Projects for 2021 and 2022

#5

Positive Pay for Check Clearing

Powered by CU*Answers Item Processing
and eDOC Innovations

- Introduced in the 20.07 release
- Coming in 2021: Cashier services
via Teller In-house Checks

Session 0 CU*BASE GOLD - Block Account from In-house Check/ACH Clearing

Account #	858 110	ABC TESTING COM PANY, I
Reason/Comment	ENROLLED IN POSITIVE PAY SERVICE JAN 2019	
<input type="checkbox"/> Allow cashier services (teller in-house checks only)		

BizLink Projects for 2021 and 2022

#5

ACH Controls for Businesses

- Coming early in 2021
- Block all ACH debits and/or credits
- Log in to online banking and decide which items to post or return



Join us as we build something

- It will take time for credit union CEOs to build a team to take advantage of all this
- But our hope is to inspire you to put in the time and the consistent focus to **build something**, not just offer something today

cuanswers.com/solutions/bizlink

The screenshot displays the BizLink website, which is part of CU*Answers. The top navigation bar includes links for Shop, Contact, Support, and a search icon, along with the text "ENHANCED BY Google". Below this, a secondary navigation bar lists "CU*ANSWERS Products", Solutions, Resources, Events, Shop, and About. The main header features the "BIZ LINK" logo. The content area is titled "BizLink – Integrated Business Solutions" and includes a brief description of the team's role as a credit union resource. A list of three service channels is provided: business services and savings portfolio configurations, business lending portfolio configurations, and business member program partner integration management. A section titled "Our Initiatives for 2021" describes the team's work with the advisory board and partners to develop projects for business members in 2020. A "CONTACT BIZLINK" button is prominently displayed. The right sidebar contains several sections: "In This Section" with links to integrated business solutions, CUSO offerings, and frequently asked questions; a blog post titled "Looking for members that do not use online banking?" by Annalyn Hawkes; "GOLD Updates" regarding CU*BASE GOLD 20.11; "Popular Client News" about CU*BASE GOLD 20.11; "Important Information" regarding the Xtend 2021 Pricing Guide; a "SHOP THE CU*ANSWERS ONLINE STORE" banner with a "3" in a red circle; and a "NACUSO" logo. The bottom of the page features a "4. ACH Services" section and a "5. Positive Pay" section.

Conclusion

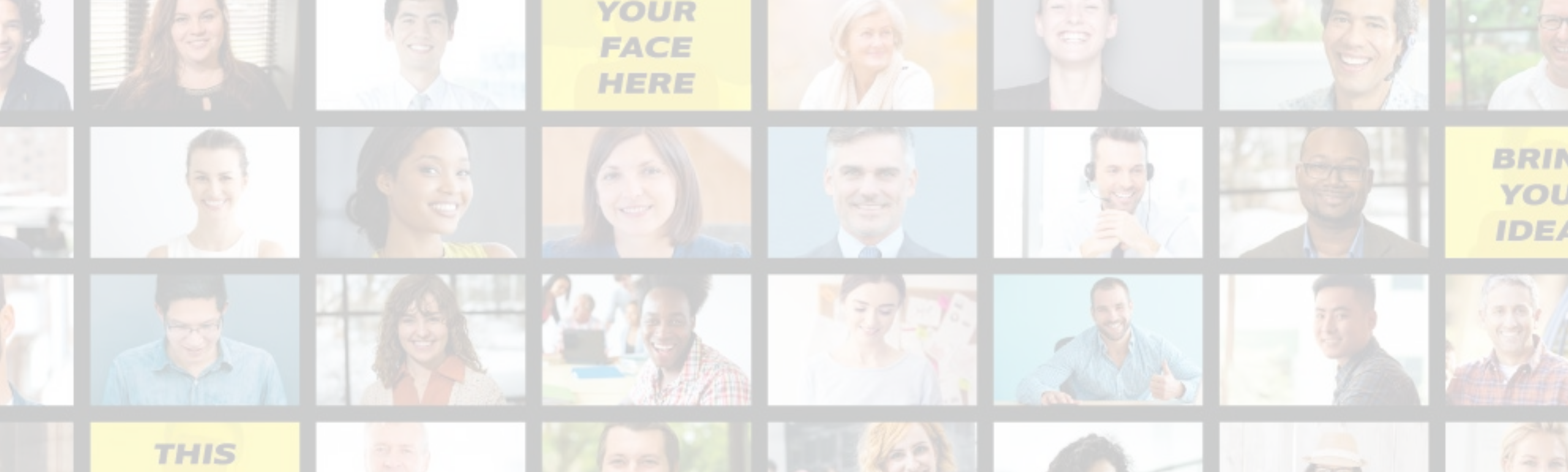


Conclusion

BizLink is not a one-and-done, tactical development project

It is a comprehensive, 3- to 5-year initiative to inspire our network to build 100 business programs among our 300 clients

To truly innovate, it is said you need to increase on the status quo by 30% . . . **BizLink is about innovating within our network**



Thank you!