2020 CEO Strategies
an interactive event
WHAT CEOS NEED TO KNOW ABOUT
Do-It-Yourself Mobile Capabilities
Last year we committed and marketed that the CU*Answers network was going in the **mobile app business**

Planning to transform our programming, client support, help desk, and consulting efforts into a full-our mobile specialty firm
The characteristics that fuel this vision:

- Mobile apps are a **one-on-one instance** with the organization offering the app to their community (membership and open market)

- Based on the one-on-one approach version controls, the number of apps per client, deployment to stores, and life cycles of apps, **development is far different from the software as a service concept**

- While there are many customization and configuration options in a core solution like CU*BASE, mobile and even OLB has a much higher opportunity for the CU or MTG client to **be the author of mobile apps**
What CEOs need to know about do-it-yourself mobile capabilities

We threw down the gauntlet:

■ Development of modules tools for features
■ Master navigation tools for independent look-and-feel navigation
■ Project to include both in our CU Publisher self-service platform
■ An aggressive development calendar to present a new future with Mobile 5.0 and the new “mobile first” online banking foundation coming out in 2021

Updates on all of this in the next webinar: Thursday morning at 9am
So...what did we learn?
See the credit unions selecting their own cycles
  - One-year life, two-year life, etc.
  - Think about the life of Apple iPhone from version to version

I doubt deployment fees are the issue – more the pace of projects and the feedback from member adjustments

What will a mid-year PTF mean to the shelf-life of versioning? Who will you be, and what will drive it?

Kristian, can we show these graphs to everyone?
The move to Mobile 4.0

192 of 232
MTG CU Orders

161 CUs
Live with Mobile 4.0

8 CUs
Submitted for Store Approval

23 CUs
In Staff Testing

55 CUs
Haven’t Placed Their Order
The move to Mobile 4.0

# of 4.0 deployments so far:

5  32  22  2  16  11  17  22  11  4  Total: 192

Every CU staff has one person who says, “we should take control and manage these options!”

Should you? Only a CEO would know.

Money is not the main issue – look at the tradeoffs.

Speed to change is a preference – how active do you want to be?

Commitment to the investment is my key – but your advantage is you can change from year to year.

Now let’s hear from Kristian...
Do-It-Yourself Mobile at its Best: CUPublisher Self Service

CUPublisher

Sign In

Email

Password

Log In

Forgot Password?

CUPublisher v2.0
Powered by CUAnswers

CUInfo

Mobile Manager

Mobile Alerts

Form Generator

Request Center
Your CU Information

General Information
- Regulatory
- Branches
- Testimonials

Mobile App
- Assist
- Social Media
- Mobile Experience

Manage Team (Admin Only)
Select a team member to edit data and manage privileges.

- Kent
- Karie
- Sarah
- Jim
- Nathan
- Kelly
- Jesse
- JM
- KB
- Karamo
### Active Alerts

<table>
<thead>
<tr>
<th>Title</th>
<th>Platform</th>
<th>Timing</th>
<th>Start</th>
<th>End</th>
<th>Apps</th>
<th>Triggered On</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maintenance Alert</td>
<td></td>
<td>Scheduled, One-Time</td>
<td>Mondays at 8:00am</td>
<td>Mondays at 4:30pm</td>
<td>All</td>
<td>Card Controls, Every Time</td>
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<tr>
<td>Branches Open at 10am ...</td>
<td></td>
<td>Scheduled, Recurring</td>
<td>2/12/2019 at 8:00am</td>
<td>2/15/2019 at 4:30pm</td>
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<td>App Launch, Every Time</td>
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<tr>
<td>RDC Temp</td>
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**Branches Open at 10am This Week**
Due to severe weather in the area, our branches will be opening at 10am this week for your and our employees’ safety. We apologize for this inconvenience.

### Scheduled Alerts

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### Inactive Alerts

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<td></td>
<td>1/2/2019 at 7:00am</td>
<td>Tuesdays at 8:00am</td>
<td>1/2/2019 at 7:00am</td>
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<td>Branches Closed Due to ...</td>
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<tr>
<td>All Branches Closed</td>
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<td>Scheduled, One-Time</td>
<td>2/22/19 at 9:00am</td>
<td>2/22/19 at 4:30pm</td>
<td>All</td>
<td>App Launch, Every Time</td>
</tr>
</tbody>
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Please fill out this form to receive your free Success Credit Union 2018 Board Elections Voting Packet By Email

Enter Field Title...

Maximum Characters: 32

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Continue

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Enter Email...
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open.cuanswers.com/CUPublisher
In the next year MTG will get aggressive about marketing and promoting the value of Self-Service Platform Tactics

- Commercials – the push to get CUs to complete their due diligence on these strategies
- Webinars and Focus Groups for active CU players
- More pricing analysis for future investments by both sides

Can these services fuel new vendors and offers in the network?

- CUs, CUSOs, Group Providers – and the race is on

Can MTG become a vendor for a growing list of vendors and vendor types?
Can you see it, do you believe it?

MTG puts our network square in the middle of the mobile app business

Everyone in our CUSO community will earn with and because of this for years to come
Thank you!