2018 Innovation Award Finalists

NAFCU Services is proud to announce the 2018 Innovation Award Finalists

An Innovation Award is the highest distinction offered to a NAFCU Services Preferred Partner.

The awards honor the companies that demonstrate extraordinary creativity and commitment to solving challenges specific to credit unions. The award winners will be announced at the NAFCU Annual Conference and Solutions Expo in June in Seatle, Washington.

2018 Finalists

[Allied Solutions](#) for Predictive CPI

With an aim at mitigating risk and alleviating borrower aggravation, Allied Solutions has developed a proprietary solution using advanced analytics to forecast borrowers' insurance coverage automatically. This leading solution uses a customized algorithm to determine loan scores and calculate the likelihood that borrowers are insured. It's no secret that predictive analytics will play a huge role in the future performances of lending institutions and with Predictive CPI. For Allied CPI clients, this solution is available at no additional cost and will make the program exponentially more effective, while significantly reducing the borrower 'noise' typically associated with lender-placed insurance.

[Ascensus](#) for HSA University

HSA University is a five-week course that employs a blended learning approach, combining weekly live webinars, topical reference guides for each section, and self-paced eLearning modules. The program is designed to educate the attendee on the world of Health Savings Accounts (HSAs) and the technical rules that govern them. The program gives attendees in-depth HSA expertise, preparing each to become a Certified Health Savings Professional (CHSP) without leaving the office. The remote, yet interactive program is popular with attendees because it enables a positive learning experience while minimizing training and travel expenses for the credit union.

[BrandProtect](#) for cuSMART

The cuSMART platform provides actionable intelligence to appropriately identify and mitigate online threats to members, and minimize operational, reputational, compliance, and legal risks to their credit union. cuSMART monitors for newly registered domains that are similar to yours, rogue mobile apps, phishing sites targeting your members and social media and brand threats. cuSMART uses state of the art proprietary technology, covers all

areas outside the firewall, provides monitoring and mitigation with cyber threat. cuSMART only delivers actionable intelligence, all other noise is weeded out before reaching the credit union.

[CUNA Mutual Group](#) for AdvantEdge Analytics

The AdvantEdge Analytics Performance and Management solution provides credit unions a comprehensive view of their own operations. AdvantEdge Analytics created over 100 credit-union specific views spanning the entire organization, and at every level, from CFO to the front- line representative. The solution brings visualization tools to help business people gain insights into member data. Its ever-expanding storehouse of visualizations enables business users from across the enterprise to have consistent and accurate views of the same data.With tools such as Microsoft Power BI™, business users in nearly every industry have become accustomed to applying powerful data visualizations for reporting and analytic purposes. While the applications themselves are readily available as a tool, our offering leverages our credit union expertise to create custom, functional visualizations that provide credit unions with advanced analytic capabilities.

[CUNA Mutual Group](#) for TruStage

TruStage is among the first insurers to bring to market a fully digital whole life insurance product that consumers can purchase entirely online. This follows the success of our online simplified-issue term life product launched in June 2016, which is available in 49 states and issued more than $1 billion in coverage in less than one year. The new simplified-issue whole life insurance product targets a wide demographic, with a starting issue age of 18 and coverage amounts up to $100,000 across 49 states. The product also provides options built on the buyer's budget, allowing consumers to make a purchase decision based on what they can comfortably afford, rather than predetermined coverage amounts.

[Daon](#) for Identity X Digital Onboarding

IdentityX Digital Onboarding is the creation of a fully online, instant and seamless account creation/member registration process, specifically in regard to ID Document upload and evaluation. It is the reduction of the manual steps required to verify the individual. With Digital Onboarding, there is no need to step into a physical branch and complete paper-based transactions. The member downloads the credit union app enters member information and scans their identity documents. The member then takes a selfie and performs a liveness challenge. Other biometrics can also be captured. The credit union performs AML and KYC (close to real-time as possible) and then the member receives a push notification that their account has been created. The member is now able to access their account using their biometrics. Since the onboarding is the first interaction a credit union has with the member– capturing them as quickly and simply as possible through an automated, uncomplicated process is critical.

[Genworth](#) **for new.mi.genworth.com**

Genworth Mortgage Insurance's new website (new.mi.genworth.com) combines today's advanced cloud-based technology with a personal touch that gives credit union users a unique and differentiated experience on the site. The website directly addresses the stated needs of Genworth's credit union customers for a differentiated website experience. Genworth eliminated the pain of the "one size fits all" approach to website development by addressing the needs of credit unions via pathways, or journeys, through the site that focuses on those needs unique to credit unions. Reduced form fields and pre-filled data eliminate many of the pain points traditionally associated with the MI application process.The website provides all users with insight into their MI-related workflow, eliminating the "pain" related to lack of transparency that other websites offer. Users can view real-time MI application statuses and easily take action on submitted apps. Rate quotes and product comparisons are fast and accurate, and results can be shared among colleagues. Finally, the site is easy to use. Users can use the search tools to find submitted MI apps, rates, product information and contact information and personal assistance from Genworth representatives. A new mobile user interface lets users check MI app status, rates and other features from any device.

[Insuritas](#) **for LiveINSURE API**

Insuritas' LiveINSURE API solution is designed to enable credit unions to present multiple, real-time insurance quotes to their members directly through their member-facing technology platforms, and become the first insurance distribution platform in the country that eliminates the much-maligned "shopping" experience for insurance. By opening up Insuritas' proprietary comparative rating technology for property & casualty insurance products, LiveINSURE enables credit unions to leverage their member data to obtain pricing for a member's insurance needs, and present that pricing to their members as a component of virtually any member interaction. Whether a member is authenticating into a credit union's online or mobile banking platform, or completing a loan application, credit unions will now be able to dynamically send a member's data to their agency, and within two minutes, present pricing for that member's insurance, without ever having to send the member off to a separate environment. This technology enables credit unions for the first time to offer an insurance solution to their members entirely integrated into the CU's omni-channel distribution model.

[KOFE](#) **for its Financial Education Platform**

KOFE is a financial education platform designed to provide financial institutions like credit unions with an easy way to promote financial wellness among their members and the community, at large. KOFE stands for "Knowledge of Financial Education" and it combines two unique approaches to improving financial literacy and stability.The first approach is a robust online portal of self-help education materials. It provides financial education for all life stages, from teens just starting out who want to push towards financial independence to retirees who need help learning how to live on a limited fixed income, and everything in between. The second approach involves one-on-one financial coaching to address specific challenges that the individual faces. Coaches can: answer questions, provide debt and budget evaluations, and help the consumer create an action plan to overcome a specific

financial challenge or reach a goal. This two-prong approach to financial education allows KOFE users to improve their overall financial literacy, as well as address specific needs in their life. It's proven to be an effective way to help members in various walks of life to be able to achieve and maintain financial stability.

[Mastercard](#) for Identity Check Mobile™

Identity Check Mobile™ Is an SDK solution that allows any digital app to become the hub of authentication for the platform - in this case for a financial institution.The hub of authentication is used as a central location to perform active authentications at any point of a platforms logic, where there is doubt or need for better control or identifications of a user's identity. Identity Check mobile authenticates users through the use of biometrics, including fingerprint, facial and voice recognition, in lieu of traditional passwords or PINs, to verify a cardholder's identity to simplify online shopping, banking activities or any action in a platform that requires further user authentication. Only Mastercard offers a unique off-the-shelf solution to become the authentication HUB of a financial institution, with advantages that help drive efficiency, security, and utility.

[Pentegra Retirement Services](#) for Fiduciary Outsourcing Advantage

The Pentegra Fiduciary Outsourcing Advantage offers a way for credit unions to shift the burden of plan administration and compliance from their organization to Pentegra. Through these services, credit unions can truly outsource the fiduciary responsibility and administrative burdens that come with managing a retirement plan. The role of a retirement plan fiduciary role is critical. It can be challenging for credit union sponsors to understand the many nuances associated with fulfilling their obligations—and as the fiduciary landscape continues to evolve fulfilling those obligations is one of the most critical compliance concerns of credit union plan sponsors today. Credit unions choose the level of outsourcing that's right for their organization. Pentegra can assume full accountability and liability for the management of your plan (with certain limited exceptions) or can serve in a more limited role. The credit union's retirement plan committee and/or board of directors can choose how much fiduciary and investment support to retain and how much they want help with under Pentegra's solution.

[Q2](#) for CardSwap

CardSwap is a powerful tool designed to help FIs and card issuers achieve top-of-wallet position with their members while simultaneously generating valuable interchange revenue. CardSwap enables account holders to automatically apply new debit or credit card information across their favorite subscription and digital point-of-sale services-such as Amazon, Netflix and Hulu in a single, elegant workflow. CardSwap is Q2's first turnkey product built using its recently announced Q2 Open APIs. It can be consumed at the API level, allowing third parties to build their own front-end experience, or integrated with virtually any front-end product, including the Q2 Platform. CardSwap makes issuing new cards part of your engagement strategy, whether you're issuing them to new members, in response to fraud or expiration, or as part of an incentive program. Members enter their card info and login credentials for their subscription services, and the new preferred payment information is automatically tested and applied in real time across multiple

services. Once an account holder completes the process, they've put your card top-of-wallet for some of their most valued vendors with which they interact most frequently-expanding their engagement with you and positioning you to benefit from valuable interchange revenue.

[Quantivate](#) for ERM JumpStart Program

The ERM JumpStart Program allows credit unions to gain an in depth understanding of where their ERM program is today, and where they want to take it in the future. Regardless of whether you're a credit union just starting out, or one that is already in an advanced ERM maturity stage, the ERM JumpStart Program provides existing ERM or risk management program validation and an additional framework to continually mature your program into the future. Quantivate works directly with your executive team and ERM employees to discuss your current ERM program and its maturity by evaluating your program from the top/down (Strategic) and the bottom/up (Operational). Through this detailed interview process we are able to document where you're at today, and how that aligns with ERM program best practices. This is accomplished through the detailed interviews with the credit union but also through review of the credit union's existing program documentation levied against the best practices to develop a set of detailed custom recommendations for further consideration. Once the recommendations are discussed with the credit union Quantivate is able to effectively create a detailed ERM Roadmap with milestones and dates to assist in driving the results that were mutually agreed upon by the credit union and Quantivate.

[TrueCar](#) for Omni-Channel Marketing

TrueCar has built an internal Marketing Agency to support its growing network of affinity partnerships. Offered at no charge, this team of experts develops and implements offline and digital marketing strategies aimed to help Credit Unions leverage Car Buying to more efficiently acquire purchase loans. Over the past year, TrueCar has developed and deployed a omni-channel three point marketing system to take advantage of the highly in-market nature of registered Car Buying Service users. The solution works as follows. Each day, members of Partner Credit Unions register for real pricing on actual inventory. The member information is then sent back to the Credit Union daily via a secure connection (SFTP). The list of "prospects" serves as a highly effective indicator of which Credit Union members are within 7-10 of purchase, and thus most receptive to auto loan cross-sell marketing. Utilizing this list, the TrueCar Partner Marketing Team assists Credit Unions with the implementation of a three-pronged omni-channel re- engagement strategy to increase loan application volume and cashing rates.

[Wolters Kluwer](#) for OneSumX

Wolters Kluwer's proprietary software platform, OneSumX, provides a technology platform to help credit unions build a sound foundation for their regulatory compliance efforts. Part of that capability involves providing the most up-to-date regulatory change content available, a daunting task given the scope and volume of regulations. The use of Robotic Process Automation is helping enable same-day regulatory content availability. Proprietary Machine Learning modules are further enriching this content. In addition, the firm taps its experts to validate the artificial intelligence results on behalf of customers. Since launching this

program, Wolters Kluwer has experienced a rapid expansion of regulator coverage globally it is providing to customers. The program is substantively helping to transform and enhance credit unions' ability to manage their risk and regulatory compliance obligations by using the most current and complete regulatory compliance content available in the market.

Wolters Kluwer for CASH Workflow

CASH Workflow, a SaaS-based workflow solution, helps credit unions streamline their commercial loan origination and servicing operations. It does this by converting paper loan processes into a digital workflow that's easy to manage. As a SaaS-based solution, CASH Workflow is affordable, easy-to-deploy, and eliminates IT support costs. Configuration of a loan workflow in the system is conducted through a unique drag and drop configuration tool that provides a visual display of the process. The tool's visual interface makes it easy for credit unions to setup an entirely new commercial lending workflow or mirror their existing process. CASH Workflow's ease-of-use is a differentiator for credit unions that have limited IT resources to configure their commercial loan workflows from application to close, and all the way through servicing.CASH Workflow digitizes the loan origination and servicing processes to reduce or eliminate paper handoffs between loan officers and departments – reducing data entry bottlenecks and eliminating duplicate data entry. It becomes the central access point for the lending team to monitor and perform their assigned tasks.Throughout the process CASH Workflow provides visibility to all team members so everyone can see what needs to be done. It also helps financial institutions manage resources and performance by providing up to the minute information on availability for work and reporting on success in meeting goals and SLAs.

Vantiv, now Worldpay for Motion Code

Motion Code is a new credit and debit card offering from Worldpay that increases fraud protection for financial institutions and their customers while increasing spending volume and boosting cross-border ecommerce. Motion Code has the same look and feel of your existing EMV card, but rather than a static 3- digital security code on the back of the card, it has an electronic mini screen that displays a code that is automatically refreshed every few hours as determined by the issuer. As a result, if stolen, the card information immediately loses any value to a fraudster. Leveraging the security of Motion Code cards is simple. It requires no integration at the merchant level and no deviation from existing cardholder behavior. Financial institutions and card issuers can now provide a complete end-to-end solution for cardholders everywhere. Key features of the product include: a no-glare, button-less design, contact/contactless enablement, same look and feel as an existing card, and no change to user experience.A revolutionary tool for financial institutions and their members alike, Motion Card reduces the stress and costs associated with identity theft and fraud losses, offers enhanced security by eliminating CNP fraud, gives customers a seamless user experience and has no impact on pre-existing recurring payments. Additional benefits include increasing card spending volume and boosting cross-border ecommerce, thanks to reduced stress caused by risk of CNP fraud. Additionally, we are confident that having the Motion Card feature will be a boost and reinforcement to card brands and will get their cards to the top of consumers' wallets.

[Vantiv, now Worldpay](#) for PaymentsEdge

Providing the ability to work smarter, Vantiv, now Worldpay's PaymentsEdge Advisory Services helps FIs by partnering with a team of experienced and knowledgeable product experts to maximize income and control costs, analyze operations and optimize product bundles.Not only does PaymentsEdge have the ability to build on an existing and trusted relationship, but the team has direct access to the transactional data. Our experts have the elusive skill set to mine the data for actionable insights, that drive smarter business decisions. PaymentsEdge provides access to an expanded community of experts and invaluable industry insights through our partnership. We act as a lifeboat in a sea of change, and have the resources to supplement an institution's bandwidth to achieve more with less.PaymentsEdge unique approach helps our institutions prosper within the complicated world of payments through education, analysis, insights, and most importantly action. We are not the consultants of old with great ideas but no execution. Our program taps into unrealized revenue sources for our partners, through a menu of offerings that is as deep and diverse as our experience.

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