

May 12, 2010

CU*BASE Branding

Get Your Message to Employees with CU*BASE Branding

Do you want a way to remind your lending team that “May is Auto Month” and that you are running an employee incentive promotion?

Or maybe it is December and you want your front line staff to remember to ask members if they would like to take advantage of your credit union’s skip-a-pay offering.

Now you can use CU*BASE Branding and customize commonly used screens in CU*BASE to do just that!



Use CU*BASE Branding to customize the look of frequently used screens in CU*BASE.

What Screens Can I Brand in CU*BASE?

CU*BASE Branding lets your credit union brand three areas of CU*BASE.

With CU*BASE Branding you can select what graphics your employees see in the upper right hand corner of selected screens, giving you an additional way to communicate with your staff the marketing promotions offered by your credit union.

There are three available categories for the commonly used screens: Lending, Collections, and Member Service. For example, screens commonly used by the lending department have been included in the Lending category, such as the screens used when applying for a loan.

CU*BASE Branding also allows you to promote pride and unity in your

organization by allowing you to brand CU*BASE with your credit union logo. With Branding your credit union can brand the login page and the logo at the top of the menu screens in CU*BASE.

This way, each time your employees log in or during their daily work, they are presented a uniform, customized look for your credit union.

*Make sure your staff is reminded of your credit union's special promotions. Use CU*BASE Branding to keep it just a screen away.*

Frequently Asked Questions (FAQs)

Do I need a GUAPPLE for CU*BASE Branding?

Yes, you will need a GUAPPLE device at each credit union where you want to implement CU*BASE Branding. The graphics are both accessed and saved on the GUAPPLE device.

What is involved in branding my CU*BASE screens?

You will need access to your credit union GUAPPLE devices, and all workstations within your organization will need a small adjustment to put CU*BASE Branding in place. Additionally, you will need to create the graphics you will use for the CU*BASE Branding (following sizing and format requirements).



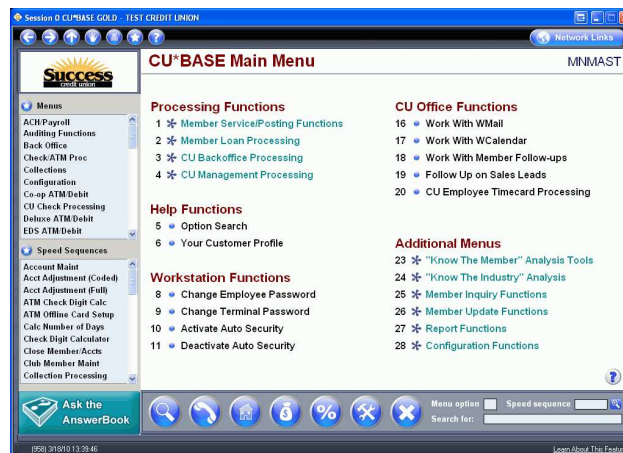
Brand your CU*BASE login screen with you credit union logo.

Can my credit union have its own brand?

Yes, your graphics will only be used by your credit union, allowing you to personalize your brand for your credit union.

Can different branches have different screen customizations?

The determination of what graphics are displayed is determined by the GUAPPLE device. If the branch uses a separate GUAPPLE device, then separate graphics can be deployed to the separate branches (or credit unions). If different branches have different promotions, it would be possible to change the customization of the screens for each branch.



Brand the CU*BASE menu screens with your credit union logo.

What about if I support multiple credit unions? Can each credit union have its own brand?

The graphics stored are by GUAPPLE device so as long as the credit unions use different GUAPPLES, then different graphics can be used for customizing the screens. With the logo branding, the actual graphic includes the CUID, so CU*BASE automatically differentiates credit unions, simply by the name of the graphic.

How Does CU*BASE Branding Work?

In a nutshell, it is a combination of posting graphics on your GUAPPLE devices and making a small change to each workstation in CU*BASE.

To implement CU*BASE Branding, you will first need to develop your Branding graphics. These graphics can be either JPEG (JPG) or BITMAP (BMP) graphics and must fall within specific required dimensions (depending on which part of CU*BASE you are branding). Once they are ready, you will need to place them in specially designed folders within each GUAPPLE device.



Simple configuration changes are needed on the Workstation Favorites screen in CU*BASE to activate Branding.

Once the graphics are in place, simple adjustments are needed on each computer within your credit union to activate CU*BASE Branding on that machine.

Simply check the appropriate checkboxes within the CU*BASE Branding Workstation Favorites screen. This screen is easily accessed via the star icon at the top of any CU*BASE



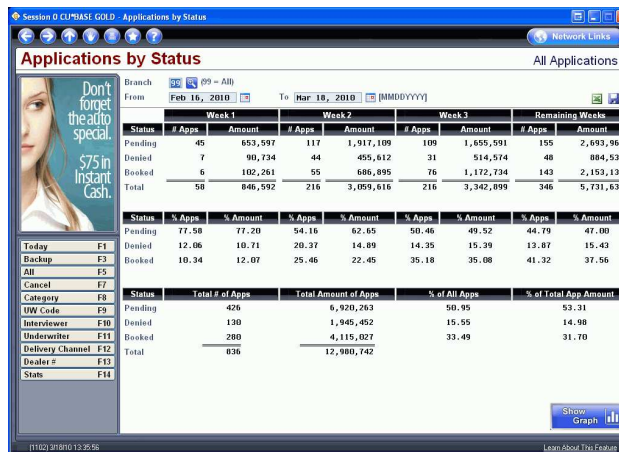
*The CU*BASE online help is a great resource for more detailed information about implementing CU*BASE Branding*

place, each of your employees will see the CU*BASE Branding graphics, and each time they view the affected screens, they will be reminded of your credit union's promotions!

Where Can I Learn More?

Complete directions for CU*BASE Branding, including graphic dimension sizes are available in the CU*BASE online help.

To access these directions, simply access the online help from the Workstation Favorites screen by clicking [Learn About This Feature](#)



Easy-to-follow directions for customizing this screen are available in the CU*BASE online help.

in the lower right corner of any CU*BASE screen. Or type "Branding" in the Index field while on any topic within this online help resource.

Is Special Activation Required to Use CU*BASE Branding?

No, CU*BASE Branding does not require special activation. Simply create your graphics to the required specifications, place them in the correct folders in your GUAPPLE devices and change your computer workstation settings.

What is next for CU*BASE Branding?

Currently, three CU*BASE Branding categories are available: Lending, Collections, Management, and Member Service. Additional CU*BASE Branding categories are currently in development, including: Accounting and Management.

But Wait...There's More...

Excited about CU*BASE Branding and what it can do for your credit union? Branding opportunities are right at your fingertips:

- Connect to your members electronically with Member Connect
- Connect to your members on the phone with Sales Tracker
- Connect to your members at the office with CU*BASE Cross Sales
- And much, much more.

To find out more about how CU*BASE can work for you contact Mark Bohdanyk, Director of Business Development or a member of the Client Services team.

