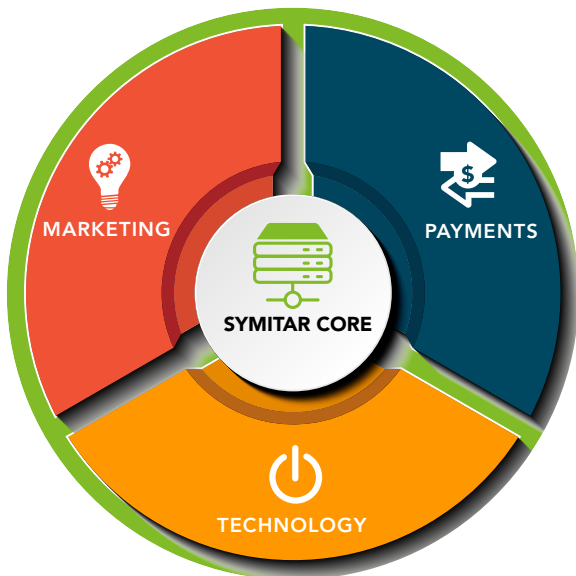


# MARKETING FOR JACK HENRY™ SYMITAR® CREDIT UNIONS

## Synergent knows Symitar.

Your core is your credit union's digital brain. All your critical information is housed on the core and impacts every task, process, employee, and member.

We know firsthand how important your core processor is. Synergent partners directly with Jack Henry™ to provide Symitar® core processing, integrated products, and innovative services exclusively to credit unions. All member data lives on the core, and everything must connect to it.



## THE SUITE OF SERVICES

Synergent offers all credit union marketers a suite of services that can work together or independently, depending on individual credit union needs and goals. But Symitar credit union marketers have an enhanced experience using these tools with additional features, functionality, and return on investment.

Synergent Marketing integrates automation directly with the core. This allows for the fastest-to-market turnkey solutions that exceed results over any other managed services provider. From strategy, to custom creativity, to analysis and reporting, driving your return on marketing investment is our goal. We have experience in over 1,200+ unique, data driven projects with over 120+ credit unions.

We invite you to review the innovative product and service offerings available in our CU Marketer's Toolkits, all available for download at [synergentcorp.com/resourcelibrary](http://synergentcorp.com/resourcelibrary):



### Volume 1: Member Email Automation: Seamlessly Connecting Member Data to Email Marketing



### Volume 2: Real Results: Transactional Data Mining & Target Marketing



### Volume 3: Personalizing the Member Experience: Onboarding & Reboarding



### Volume 4: Core Conversion Communications: Guiding Members Through Change

## SYNERGENT SOLUTIONS FOR SYMITAR CREDIT UNIONS

When working with Synergent, credit unions partner with a full-service, award-winning marketing agency that can assist in a variety of areas. Symitar credit unions can realize even more marketing benefits:

	Marketing Strategy	Data Extract Programming	File Send Automation	Direct Mail Fulfillment	Email Fulfillment	Campaign Results
Symitar CU on core with Synergent	X	X	X	X	X	X
Symitar CU not on core with Synergent	X	X		X	X	X
Non-Symitar Credit Union	X			X	X	

## THE SYNERGENT ADVANTAGE

Coast-to-coast, we partner with credit unions of all sizes who use various core processing solutions. But, as a hosted provider of the Symitar® core processing solution, our company works within Symitar daily. In addition to providing full-service marketing and hosted Symitar core processing, Synergent provides technology and payments solutions, resulting in a truly holistic approach to credit union marketing, driven by integrated Symitar data.

Credit unions who partner with Synergent gain an extension of their teams, receiving strategic consultation, managed services, marketing assistance, and exceptional support where and when it is needed. We serve as a single point of access for thoroughly vetted, best-in-class financial technology solutions. With Synergent, credit unions only need to make one call to access all the tools in their ecosystem.

## Key Marketing Differentiators for Symitar Credit Unions:

	Symitar CU on core with Synergent	Symitar CU not on core with Synergent
Transactional Data Mining	<ul style="list-style-type: none"> <li>• Turnkey solution</li> <li>• Custom PowerOns for Target Marketing</li> <li>• Campaign Results Reported by Synergent</li> </ul>	<ul style="list-style-type: none"> <li>• Custom PowerOns created by Synergent for data extracts</li> <li>• Campaign Results Through PowerOn at CU</li> </ul>
Member Email Automation	<ul style="list-style-type: none"> <li>• Turnkey, automated solution for data push from Symitar to email platform</li> <li>• Live data for fields inside email platform</li> </ul>	<ul style="list-style-type: none"> <li>• Custom PowerOns created by Synergent for data extracts</li> <li>• PowerOn to automate and send data files to Synergent</li> </ul>
New Member Onboarding	<ul style="list-style-type: none"> <li>• Turnkey, automated solution for custom and targeted marketing outreach</li> <li>• Targeting, automation, &amp; delivery by Synergent</li> </ul>	<ul style="list-style-type: none"> <li>• Custom PowerOns created by Synergent for data extracts for mailing and email lists</li> <li>• PowerOn to automate process and sending of data files to Synergent</li> </ul>
Conversion/Merger Communications	<ul style="list-style-type: none"> <li>• No matter how your credit union merges or converts to the Symitar core, we can work together to create comprehensive member communication materials to help get the word out quickly and efficiently.</li> </ul>	