



CIMple™ **M**obile

It's easier than you think!



SHARED VISION. SHARED VALUES.®



CIMple Mobile from FSCC and PSCU Financial Services gives you the ability to get in the mobile banking game without the headaches and the high costs of going it alone. CIMple Mobile was designed and built to give credit unions a best-of-breed product at a cooperative price point. Give us a call today to find out just how CIMple it is to offer mobile banking to your members.



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CIMple Mobile

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Introducing CIMple Mobile — a new kind of mobile banking created specifically for credit unions — an integrated technology that goes wherever your members go, letting them manage their finances at their own pace. It's a seamless, wireless, secure connection that's making personal banking, well, personal again.

CIMple Mobile Benefits

Mobile banking is more than a product your members want — it's a solution that offers many benefits for your credit union, too. And because it's easy and cost-effective to implement and manage, you can say hello to all of mBanking's benefits today:

- **Differentiation** - This progressive technology allows your credit union to stand out among other financial institutions and participate in the mobile revolution.
- **Cost Reduction** - Requests for account balances and transaction history, which are often made from mobile phones, are significantly reduced by diverting them to the less costly mobile banking channel.
- **New Touch Points** - With CIMple Mobile, members always have easy access to their accounts. This adds value to your members' banking experience and increases stickiness. Our comprehensive, 24/7 support means your members always have access to a human connection when they need it.
- **Membership Growth** - Growing a younger and more diverse member base is key to credit union success. Gen Y is already adopting mobile banking, and it's predicted that 40 million U.S. consumers will use mobile banking by 2012. Providing this progressive technology now will help you reach out to a younger generation and grow your future account base.
- **Easy Installation** - The CIMple Mobile platform integrates seamlessly for any credit union using the national shared branching network, so credit unions can use their existing shared branching interface to easily implement the CIMple Mobile solution. By leveraging your existing interface, implementation time and cost can be significantly reduced.
- **Full Member and Credit Union Support** - Most mobile banking providers offer you a product and then leave you to fend for yourself when it comes to supporting your members and staff. Not us. The PSCU Financial Services dedicated team of support representatives is available to assist you and your members with both Tier 1 and Tier 2 issues around the clock.

Learn More Today

To learn more and see a demo visit www.pscufs.com/mbanking. You can also contact us at **1-888-372-2669** or email marketing@fsc.com to learn how CIMple Mobile can give you and your members added value, convenience and peace of mind.

