

For Immediate Release: Tuesday, March 30th, 2010

Teachers Credit Union Chooses Neocog's Business Intelligence Tool Cognito!

Teachers Credit Union has recently announced their choice of a Business Intelligence/Data Warehousing solution for their organization.

“Our management and board of directors is focusing on long term strategic directions and initiatives that will assist us in guiding effective decision making, now and in the future.” says Joe Agro, Manager of Information Systems. “In order to enable this we needed access to the right information and that is why we turned to Neocog. Cognito will make it easy for us to deliver the sophisticated reports that we need to create robust marketing tools, accurate market segmentation and sales reports to our business managers. Neocog’s consulting experience combined with their Business Intelligence solution, Cognito, will enable us to achieve success much more quickly.”

According to Rachel Milan, TCU’s Director of Marketing and Community Investment, “We selected Neocog Technologies because they have a very successful track record working with Canadian credit unions and more recently, among our technology group. We selected Cognito for its ease-of-use, as it addresses many of our requirements, from analysis and reporting to OLAP, dashboards and scorecards. Cognito also offers the Excel-based access that we need and want.”

Cognito is business intelligence for the management team. It helps organizations to analyze changing trends in market share; changes in member behaviour; members' preferences; company capabilities; and market conditions. It can be used to help analysts and managers determine which adjustments are most likely to respond to changing trends. Cognito used to its full potential will help your organization to analyze information, develop and execute strategic plans and measure the results.

About Teachers Credit Union

Teachers Credit Union is a financial organization that serves all educational employees throughout Ontario, including a client base of successful small to medium sized businesses. With four branch locations, a virtual branch and worldwide ATM access, the Teachers Credit Union is committed to strengthening the community by supporting education based initiatives that empower individuals to reach their full potential. Teachers Credit Union has over \$470 million in assets and serves 15,000 members.

About Neocog Technologies Inc.

Neocog Technologies is a team of innovative, progressive and responsive software experts who develop first rate CRM and Business Intelligence solutions for financial institutions. Neocog’s tools expedite and empower the actual sales and service goals, strategies and procedures of credit union staff.

Neocog Technologies provides sales and service solutions to many of Canada’s leading credit unions, including Meridian, Libro Financial Group, United Communities & Mennonite Savings credit unions in Ontario, Conexus and Affinity credit unions in Saskatchewan, and Servus Credit Union in Alberta.

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