

**For Immediate Release:** Tuesday, September 20<sup>th</sup>, 2011

### **Windsor Family Credit Union (WFCU) becomes Neocog's 20<sup>th</sup> Client!**

Neocog Technologies is very proud to announce that **Windsor Family Credit Union (WFCU)** has chosen Neocog to provide Cognito as their Business Intelligence/Data Warehousing solution for their organization. "This announcement is special in that it marks our 20<sup>th</sup> credit union client." says Chris Palmer, Neocog CEO. "This milestone comes in our 10<sup>th</sup> year of serving credit unions in Canada and we would like to thank all of our client partners for trusting us to meet their CRM, Business Intelligence and Loans Origination needs."

"We are very excited by the opportunity to work with the Neocog Technologies team, not only to benefit from the Cognito reporting services but their ability to help us drive market share growth through the delivery of enhanced sales reports, says Marty Komsa, President & CEO for WFCU. One of our first tasks will be to develop a snapshot of all sales activities for our retail locations, conditional sales, mobile specialists, Credential and commercial services compared to defined targets. The source data for these reporting processes come from multiple systems and that is why a data warehouse is essential and that is why we chose Cognito from Neocog."

**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 Windsor Family Credit Union**

WFCU has long been recognized as one of the leading, progressive, financial organizations in the City of Windsor and Essex County. With administered assets of over \$800 million WFCU is the largest credit union in Essex County and seventh largest in Ontario. WFCU stresses the importance of quality by maintaining an internal 5 Star Quality Program. Ranked in the Top 25 Small and Medium employers in Canada, WFCU values its staff and their ongoing contributions. Committed to the communities it serves, WFCU is proud to display the Imagine Caring Company logo and is one of only 120 companies in Canada to do so.

#### **About Neocog Technologies Inc.**

Neocog Technologies delivers solutions designed to empower the entire organization. Neocog's Member1<sup>st</sup> suite of solutions ACE, Cognito and IntelliLender empower staff by giving them a robust 360 degree view of their members, the ability to process and decision loans quickly and efficiently and gives management easy access to vital information for strategic decision making.

Neocog Technologies provides its sales and service solutions to many of Canada's leading credit unions, including Meridian Credit Union and Libro Financial Group in Ontario, Conexus and Affinity credit unions in Saskatchewan, Servus Credit Union in Alberta and Westminster Savings Credit Union in British Columbia.

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