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Canada's Largest Credit Union Selects Initiate Systems

Vancity to Deploy Initiate Master Data Service® Software Solutions to Help Execute Compliance Programs, Support Marketing and Enhance Service Experience

CHICAGO (September 29, 2008) – [Initiate Systems Canada Inc.](#), a wholly-owned subsidiary of Initiate Systems, Inc., a leader in master data management solutions (MDM), announced today that Vancouver City Savings Credit Union, known as Vancity, has selected the [Initiate Master Data Service®](#) software to deliver a single, accurate, comprehensive view of its membership across all its lines of business. Vancity will deploy three of Initiate's targeted software solutions and capabilities from the Initiate Master Data Service platform to help execute regulatory compliance programs, support marketing initiatives and enhance the quality of their members' service experience.

With more than \$14 billion in assets and approximately 400,000 members, Vancity is Canada's largest credit union with nearly 60 branches in Western Canada. Vancity also owns Citizens Bank of Canada, serving members across the country by telephone, ATM and the Internet.

Tom Haksi, chief information officer of Vancity, who is also chief executive officer of Inventure Solutions, the wholly-owned information technology subsidiary of Vancity, noted that banks and credit unions face persistent challenges with data quality because of the breadth and diversity of information across multiple product offerings and lines of business. Achieving a complete, comprehensive view of members has been difficult, he said.

"With Initiate Master Data Service software, we expect to accurately identify Vancity members in a timely fashion and also are confident about the integrity of the data," said Haksi. "The data and the inter-relationships of that information remain consistent between systems and across our credit union's business lines and product offerings. We will unlock the value of our data assets."

Robert Church, Inventure Solutions' director of architecture and integration, added: "Initiate's core MDM technology is fostering continuous improvement in the

quality of member information at almost 60 branch locations maintained by Vancity. Quality data enhances the capabilities and member service skills of credit union employees, especially those who interact daily with our members and assist them.”

Targeted Initiate® software solutions Vancity currently plans for the Master Data Service platform are:

- [Initiate Consumer™](#) for rapid, accurate identification of credit union members to help improve their customer experience, aid sales and financial accuracy and comply with regulatory requirements
- [Initiate Organization™](#) for integrating customer and credit union hierarchy data from multiple sources, providing a comprehensive view of each Vancity member and how that member and the specific data fit into a larger context
- **Initiate Householding**, a capability for rapidly linking data by company name and by member name; extended functionality identifies and links members of a household

“We are honored that one of Canada’s pre-eminent financial institutions has chosen Initiate Systems to help improve its business and its relationships with members,” said [Bill Conroy](#), Initiate’s president and CEO. “Vancity evaluated several strong MDM solutions providers, and we are proud to have been chosen as the best among them.”

About Vancouver City Savings Credit Union

Vancity is Canada's largest credit union, with \$14.1 billion in assets, 400,000 members and 59 branches throughout Greater Vancouver, the Fraser Valley, Victoria and Squamish. Vancity owns Citizens Bank of Canada, serving members across the country by telephone, ATM and the Internet. Both Vancity and Citizens Bank are guided by a commitment to corporate social responsibility and to improving the quality of life in the communities where they live and work.

About Initiate Systems

[Initiate Systems, Inc.](#) enables organizations to strategically leverage and share critical data assets. Its master data management (MDM) [software and experience](#) as an information exchange leader provide organizations with complete, accurate and real-time views of data spread across multiple systems or databases, even outside

the firewall. This allows companies to unlock the value of their data assets for competitive advantages or operational improvements. Initiate Systems operates globally through its subsidiaries, with corporate headquarters in Chicago and offices across the U.S., and Toronto, London and Sydney. For more information, visit www.InitiateSystems.com.

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