Vibrant, active, sharing – these are a few of the words that come to mind when describing the community of Symitar customers. The level of engagement and excitement among users is an often-overlooked aspect of a credit union's technology platform.

Why is there so much interaction among Symitar customers? To understand this, it's important to know that Symitar has more than three times as many customers on a single technology platform than any other core provider. It serves more than 800 credit unions of all types and sizes. The company solicits and receives a great deal of focused, pragmatic feedback from these users, and that feedback directly guides development efforts. So the first reason is that customers know their feedback is valued and acted upon.

The second reason is that its primary core platform, Episys®, is built for customization. Just as some automobile enthusiasts share information on how to increase performance or change the look and feel of their cars, Episys users share tips on how they've made certain tasks easier or more efficient.

Symitar encourages cross-communication and sharing on all subjects related its platform. It creates opportunities for customers to interact, and customers also form their own groups. Here are some examples of community collaboration:

**SYMIMTAR STRATEGIC INITIATIVES SYMPOSIUM**
Each year, Symitar offers a conference for executives only, entirely focused on strategies derived from current and predicted trends in the market. Attendees explore and discuss tactics, best practices, and collaboration. An important part of the conference is hearing success stories and experiences from all types of credit unions.

**SYMIMTAR PRESIDENT & CEO FORUM**
Held in conjunction with the SEC, this forum is hosted by David Foss, President & CEO of Jack Henry & Associates, exclusively for presidents and CEOs. The focus is on strategic issues and business challenges specifically geared towards these leaders and what matters most to them. They have the opportunity to share and exchange ideas and network with peers, as well as interact directly with the Symitar and JHA Executive Leadership team.
SYMITAR EDUCATIONAL CONFERENCE & TECHCONNECT (SEC)
This annual event in San Diego is very popular with credit unions. The last SEC included 1,063 customers and 133 exhibiting vendors. Even vendors with competing products are welcome, since third-party integration is a hallmark of the platform. There are roundtable discussions, educational sessions, product demos, feedback sessions, and lots of networking.

“Every year I come back from SEC with a list of things we want to put into place. My list is from both sessions and conversations with attendees. Also, our account executive makes personal introductions to peers with similar experiences and goals. For me, it’s one of the more important conferences we attend. It helps us move the bar.”

- DAWN BRUMMET, COO, ORNL FEDERAL CREDIT UNION

REGIONAL USER GROUPS
There are three independent, self-governing user groups that were formed by credit union employees: SymEast, SymCentral, and SymWest. Described as smaller-scale Symitar educational conferences, they each have annual all-volunteer events that provide a rich source of networking, informative educational breakout sessions, vendor showcase events, and peer-to-peer sharing of all types. There are opportunities to volunteer and provide leadership, to speak on a topic, or to help plan and organize the event. User group meetings give everyone an opportunity to express ideas and opinions.

In 2018, 300 people from 178 credit unions attended the annual group meetings. Symitar sent 100 employees and 129 vendors participated.

SYMITAR NETWORKING FORUMS
In addition to the regional meetings, there are many annual meetings within a smaller geographical area. It’s not unusual for them to be held onsite at a participating credit union. These are funded, coordinated, and organized by Symitar with the assistance of a host credit union. The agenda is based on client feedback and requests for topics – it is more personal and credit-union-specific than the user groups.

- 11 Forums in the U.S.
- 163 Credit Unions
- 614 Credit Union Employees
- + Dozens Symitar Representatives
POWERON® SCRIPT SHARING
PowerOn is a customization tool for Episys. At conferences and user group meetings, users exchange tips and solutions. Symitar also maintains an online repository where credit unions and vendors can post solutions for sharing or sale.

SYMITAR ADVISORY BOARD
Symitar always solicits and accepts feedback from customers informally, but twice a year there is an official forum for receiving comments and advice from credit union representatives. The Symitar Advisory Board consists of approximately 20 customers who travel (on their own dime) to a short meeting in Las Vegas to give structured feedback on improving Symitar products.

To sum up, our company and our credit union clients are a cooperative bunch. We love to interact and build on each other’s successes. It’s guaranteed that a Symitar credit union will have plenty of support, camaraderie, and a vendor partner that really listens.

“When we wanted to handle Reg D differently than the core does, we found a guy in New York who said he had the right PowerOn code for us. We got it, and within two weeks we had Reg D up and operating the way we wanted it to run.”

- SAM JAMES, CIO, SHELL FEDERAL CREDIT UNION

For more information about Symitar®, call 888-796-4827 or visit symitar.com.