

Sherpa Technologies and StrategyCorps Announce Strategic Partnership to Offer Credit Unions Enhanced Checking Account Products and Digital Member Experiences

Columbus, OH - July 31, 2020 - Sherpa Technologies and StrategyCorps have entered into a strategic partnership that will target credit unions nationwide seeking enhanced checking products and innovative digital user experiences that offer greater appeal to today's members' needs, are different from the competition, and create deeper member relationships. The partnership includes integration of Sherpa's [Mosaic platform](#) with StrategyCorps' platform to deliver enhanced operational efficiency and to support the incorporation of Sherpa's digital payment solution, [Payigy](#), into [BaZing](#)[®], a robust rewards application offered by StrategyCorps.

"The StrategyCorps partnership aligns with Sherpa's vision of enabling credit union access to innovative and proven fintech solutions," says Keith Riddle, Sherpa's CEO/president. "By combining StrategyCorps' product profitability expertise and digital rewards solutions with Sherpa's expansive suite of digital transformation solutions and integration services, credit unions can leverage a digital engagement platform containing configurable functionality to increase product profitability, and more importantly, enhance their overall member experience."

StrategyCorps' product suite includes the [CheckingScore](#)[®], which provides credit unions with a comprehensive overview of the current checking account segments and the profitability contribution for each segment, and the BaZing application, a customizable mobile rewards app. With this partnership, Payigy will be incorporated as a "tile" within the BaZing application by early Fall. The addition of Payigy, which provides seamless digital payment options for a credit union's indirect lending members, offers credit unions another solution to bundle into their rewards program, enabling their members even more incentive opportunities for using credit union products. Further, StrategyCorps will leverage Sherpa's Mosaic platform as its standard integration services platform for streamlined implementation and more efficient data contribution, both of which allow for greater ease in access and use of data for deeper analysis and insights.

"If there were a banner hanging over the credit union marketplace in regard to keeping and growing membership, it would read 'products are more important than ever,'" said StrategyCorps Partner Dave DeFazio. "Our solutions unlock financial productivity and



member loyalty, which results in deeper member relationships. Combined with Sherpa's innovative product suite, Mosaic integration framework, and access to relationships with credit unions, this partnership provides a wonderful opportunity for us to help credit unions in need of better checking products that grow and retain membership."

StrategyCorps is also evaluating the integration of ID-Pal, a digital identity verification and KYC solution offered exclusively through Sherpa, with the BaZing application to support more efficient onboarding.

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About Sherpa Technologies

Sherpa Technologies is leading credit unions on a journey of digital transformation to provide integrated, seamless and personalized member experiences. Our team's extensive knowledge can be leveraged to complement our partner credit unions with the desired insights, so they can successfully serve their members in a dynamic digital financial marketplace. Our Mosaic digital business platform provides a comprehensive application development framework, integrates an ever-expanding suite of solutions with credit union systems and applications, and optimizes data to drive personalization and credit union growth. Sherpa Technologies is a CUSO of Corporate One Federal Credit Union. Learn more at www.sherpatech.org.

About StrategyCorps

StrategyCorps helps credit unions grow retail checking relationships and financial productivity with its proprietary analytical tool, CheckingScore, and customizable mobile rewards app, BaZing, that powers checking products with modern, in-demand consumer benefits like cell phone insurance, local merchant discounts and roadside assistance that enhances the member connection and provides competitive differentiation. Nearly 350 credit unions and banks employ our analysis tools, white-labeled reward products, and mobile solutions that generate industry-leading levels of performance and engagement for retail checking products. More information is available at www.strategycorps.com.

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