

# Forge your own digital path.

## We'll get you there.

*aeqbanking* is a specialist in experience-driven banking. Our mission is to help credit unions and other financial institutions create a competitive advantage by delivering effective and simplified experiences that put your customers in the centre of your digital transformation objectives.

Our team of professional digital strategists, digital designers, developers,

and business analysts can provide end-to-end services, or help at any step along the way.

We've been involved with Forge from the beginning. As a key partner in helping Central 1 build the Forge platform, we are experts in the many aspects required to ensure your successful digital transition with Forge and the integration of other tools that you utilize.

In the past we have worked with several clients on *MemberDirect*<sup>™</sup>, and we are currently working with select clients specifically on transitioning from *MemberDirect*<sup>™</sup> to Forge. We deliver quick and on-time, and with over 20 years experience in financial services, we understand the complexities and needs of credit unions and banks and the risks associated with large digital migration.

## How we can help.

Put our experience to work for you. Whether you require support for just part of your migration, or a partner who can help lead your team through the process, we have the direct experience with Forge that can make the difference.

### Acceleration and De-risk

With just over a year left before credit unions must migrate to Forge, time is of essence when it comes to making the switch. We can help with strategy, brand, and user experience design to accelerate your migration from *MemberDirect*<sup>™</sup> to Forge and reduce risk along the way.

### Brand Differentiation

With most financial institutions using the same out-of-box solution, differentiating your brand is crucial to standing out. Forge can deliver new ways to express brand and differentiate. How will you take advantage of the new platform capabilities? We provide strategy, advice, and implementation services to help create a personalized user experience through custom UI and widget development.

### Platform Optimization

Forge presents robust capabilities from personalized user journeys to targeted offers and content based upon your market segmentation. Are you prepared to leverage data to provide an optimal digital customer experience? We can advise, design, build, and run a strategic end-to-end solution to make the most out of your data and Forge's technical segmentation potential.

## Let's connect.

Our team of experts are available for a chat in-person or via phone. Book a meeting with Steve Mott, Director of Business Development for more information.

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