

## CO-OP Revelation FAQ's

### Q1. What is CO-OP Revelation?

It is a powerful data warehousing and portfolio optimization tool that provides reports, and analytics.

### Q2. What are the levels?

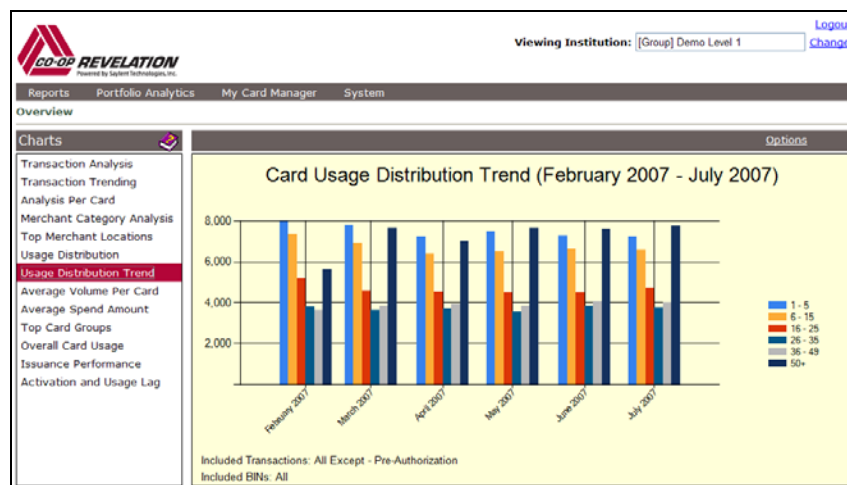
**Reports** is a new module of CO-OP Revelation that provides dynamic reports that are executive presentation-ready reports and gives you the flexibility to focus on what is happening with your debit portfolio, rather than on figuring out how to run a report. Revelation Reports also gives you access to transaction data searches by card, transaction type, network or merchant.

**Analytics** allows you to: segment your ATM and debit portfolio, gain insight into which members use their cards and how, combine demographic information with transactional information, benchmark your credit union against its peers, get alerts on key measures as well as recommendations, run profitability modeling, manage marketing campaigns and use its deep data mining capabilities to help identify fraud trends.

### Q3. What is CO-OP Revelation Reports?

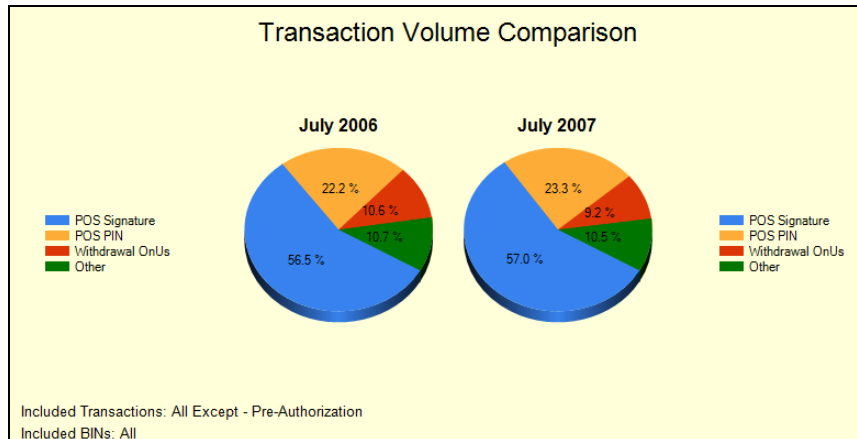
**Revelation Reports** is a new module of CO-OP Revelation that provides executive-ready reports as well as the data search capabilities of the existing product, Usage Analytics, which will be sunsetted and replaced by Revelation Reports.

**The reports are available in one easy view.** Thirteen reports summarizing the most widely used debit information are now pre-built to make it easier and quicker to see what is happening in your debit card portfolio. The report names are in a navigation bar on the left making it easy to quickly obtain the information you need.



**The user interface is simple to use.** Now you can just point and click to get the information you need. Navigating through the new options is simple and intuitive.

**Information is presented in meaningful graphs and tables.** Pulling reports for presentations or reporting just got easier. The new Revelation Reports presents these summary reports in easy-to-export charts or tables. Or you can see at glance how your portfolio is trending.




**View year-over-year comparison.** Wondering how your signature/PIN split compares to the same period last year? Revelation Reports offers a compare option that allows you to do just that. Now you can easily see if your initiatives in the last year were successful or what behavioral changes are affecting your portfolio.

**Choose your own time frame.** Want to see the top merchant categories for the last quarter instead of the last month? A simple drop down menu allows you to look at any of the thirteen reports in different timeframes.

**Reports by BIN.** You can construct any of the reports by BIN(s) with one click of your mouse.

**Create charts using different parameters.** You can change the metrics of the reports to show the data by spend, volume, interchange or surcharge.

**Change the chart format.** In many of the reports, you can change the format to one that is more illustrative of your results or needs.

**Online help.** Help is now available within the application itself. Just click on the  icon for a description of the report and how to make any changes in the metrics, views or any other option within each report.

#### Q4. What is CO-OP Revelation Analytics?

**Analytics** is composed of many different modules, each with different capabilities.

**Portfolio Analytics** (formerly UA+) uses cardholder data from your CAF which is imported to Revelation in addition to the transaction data included with Reports. This allows you to do further segmentation, making use of more detailed demographic information. Portfolio Analytics also enables you to customize groups so you can analyze specific segments on an ongoing basis. With access to both cardholder and transaction data, you can easily see, at a very detailed level, which members use their cards and how. With this insight, you can develop marketing strategies that drive usage and increase revenue.

Fighting Fraud is easier when you know what the fraudsters are doing. Revelation enables you to search for small dollar “test” merchants. You can find the “test” transactions and block the card

prior to the true counterfeit fraud being attempted on the card. And finding a point of compromise can take you minutes instead of hours.

**Benchmarking** measures your performance against industry averages. Logging in will give you a quick report card that gives you a “thumbs up” or “thumbs down” on 24 different measures. Find out if you are “best in class” and where you rank compared to other CO-OP credit unions. From the report card you can drill down to see all benchmarks for your portfolio and change which transactions to rank and the time period.

**Business Analytics** (formerly the third level of Revelation) provides marketing campaign management and profitability modeling module. Revelation has tools to help you manage your marketing campaigns, assess profitability and create customized profitability modeling. You can easily choose your target segment, download your mailing list and track your results and profitability. You can let CO-OP manage your marketing campaigns through one of our targeted turnkey marketing campaigns, called CO-OP Preferred.

**Portfolio Advisor** provides automated portfolio recommendations specific to your data and cardholders. It uses a newly built algorithm that identifies areas of opportunity for you and provides recommendations for how to grow your portfolio. These alerts can be set up as a checklist of triggers that can be configured to meet the needs of the situation. For example, there is an alert that can tell you when your signature usage has dropped below a certain threshold. The report card on your home page shows the number of new or unread alerts that have triggered since the last time the user logged in. Each alert also comes with a recommendation on possible actions to take.

**ATM acquiring Analytics.** Revelation has proven its value in analyzing issuer card activity and behavior. Available in June, CO-OP will have ATM acquiring data automatically imported into Revelation. You will be able to do things like query the database to understand the percentage of foreign transactions at a particular terminal (or group) or the total volume at each ATM.

**Q5. How does Revelation get the data?**

Revelation receives its data from two full extract files of actual processing history. Daily transaction data is provided as an extract from the daily settlement files. For Analytics, a monthly extract of the cardholder file provides the demographic information. Because data is imported for the previous settlement date, Revelation data is not a real-time view. Transaction counts and totals should match your Daily Cardholder Activity report. However, there may be slight discrepancies for reversals whose original transaction could not be matched in the same settlement day. Keep in mind that Revelation is an analytics tool and is not intended for use in balancing or settlement.

**Q6. Are foreign transactions acquired at our terminals included in the data?**

Yes, if CO-OP drives your terminals they will be in the June launch. Revelation gives you a complete picture of your ATM and debit portfolio. It shows how your cardholders are using their cards, and how non-members are using your terminals.

**Q7. What kind of implementation process is required?**

Simple set up of your institution and user IDs is done by Covera. No investment in infrastructure or software is needed. If your credit union does not currently have user IDs, you should sign up through the Extranet by completing a service request to add Revelation Reports or Analytics.

**Q8. Does Revelation allow you to search for specific information?**

Yes, you can search the data in many ways using a wide variety of criteria. You can easily view totals by transaction type, network and merchant. You can drill down to examine individual transaction detail, and display the data using a variety of time intervals.

**Q9. Can I manipulate the data I find?**

Yes, you can download the resulting transaction data from searches into an Excel spreadsheet where you can manipulate for further analysis.

**Q10. Can I find information about an individual cardholder?**

Yes. Revelation includes a card search function that quickly leads you to the transaction data for an individual card. The demographic information associated with the card record is populated only at the Analytics level and is dependent on the data provided in your cardholder account file.

**Q11. How is Revelation used for marketing products?**

With Revelation, you can target specific audiences, enter campaign information and measure results. The customized card groups you set up can be used to track usage, provide incentives, and generate mailing lists. CO-OP Preferred, CO-OP's targeted fully managed marketing campaigns, uses Revelation to create marketing campaigns that you can implement with almost no effort on your part. Or you can use Revelation Consultation to create and manage a custom campaign.

**Q12. Does Revelation show card profitability?**

Yes, the Business Analytics module can show you the financial impacts of how cards are used. You can set up profitability calculations based on card usage and get interchange estimates to help you see the important factors driving your bottom-line profit.

**Q13. Can Revelation help us with fraud and risk management?**

Yes. With Revelation, it is very easy to zero in on transactions performed at specific merchants or by specific cardholders if such analysis is required to investigate potential fraud or breaches. Finding a point-of-compromise will take you only minutes instead of hours or days.

**Q14. Can we set up different alerts for different users within the credit union?**

Yes, users can choose which alerts they receive. For example, the Fraud department can choose the alert that identifies when any merchant increases by X% of cards this month vs last; while the debit card manager may have the Low Signature Alert turned on.

**Q15. Who is the credit union benchmarked against?**

Benchmarking compares the individual credit union to all CO-OP credit unions loaded into Revelation. All of CO-OP's signature debit clients and some PIN-only clients are in the database. Most other industry benchmarks are based on much smaller populations and often self reported data. This benchmarking is against actual transaction data and updated each month.

**Q16. Can Revelation be used for required reporting needs?**

Yes, if the reporting need relates to transaction counts and amounts, Revelation is a good source. For example, quarterly reports often require you to provide the number of POS signature transactions performed for a specific network and the number of unique cards that performed those transactions. This information is available in Revelation.

If the reporting need relates to interchange income, it is best to use fee billing reports since Revelation interchange income is calculated and not based on information passed in the transaction.

**Q17. How does Revelation calculate interchange?**

Revelation's interchange totals represent estimated amounts. The rates are based on published rates, generally using the lowest tier if tiers exist, or a blended rate for on-premise and off-premise if a representative proportion can be determined. This will not exactly match your monthly fee billing report. However, in a test comparison of the actual interchange to the estimated interchange, the result was generally within plus or minus 10% of actual.

**If you have any questions, please feel free to contact your Covera Account Representative at 1-866-5-COVERA (1-866-526-8372)**