

IRA Center™

Answers to your Questions

What is IRA Center™?

IRA Center™ is a flexible and customizable package of IRA/ESA/HSA content and functionality. IRA Center™ can seamlessly integrate into your credit union's Web site. In addition, a credit union can add its own Web content and links.

Delivered through CUNA Mutual's online channel (MFN), your credit union(CU) staff and members gain 24/7 access and are never more than clicks away from:

- ❑ **Learning** about IRAs, ESAs, HSAs, and retirement planning
- ❑ **Planning** for retirement using a wealth of assessment tools and calculators
- ❑ **Taking action** to open new IRAs/ESAs/HSAs and manage existing accounts at the CU
- ❑ **Connecting** with specialists at the CU for more information and assistance

How does it work?

IRA Center™ is delivered directly to your credit union through CUNA Mutual Group's [Members Financial Network \(MFN\)](#). This allows us to create a seamless extension of your own Web site.

By using interactive forms from *IRAdirect express™*, we can assist members in opening, contributing and withdrawing funds from traditional and Roth IRAs, Coverdell ESAs, and HSAs. Through the "Did you Know?" and "Need More Information?" quick links we provide ample opportunity for member's to learn more while making these crucial decisions. Your members can conduct IRA transactions by visiting your credit union's website 24 hours a day, seven days a week.

What's new with the IRA Center™? IRA Center™ with Electronic Signature!

IRAdirect® credit unions can now upgrade their IRA Center™ applications to provide their members and staff with even greater online capabilities where:

- Members can elect investments to fund their IRAs and ESAs.
- Members can identify the accounts they'll transfer funds from into their IRA or ESA.
- Members can electronically sign and submit completed forms to the credit union.
- Members can choose to have their identity verified when submitting online forms.
- CU staff access submitted forms through the new *IRAdirect* Member Queue.
- Approved Fully Administered transactions will apply to *IRAdirect* without re-keying.

If we offer IRA Center with eSign, can the member still print and deliver the form in person?

The eSign feature is completely optional. If the member wishes to use eSign and complete the transaction online, he or she selects "I wish to sign my forms using the electronic signature process".

If the member is not comfortable conducting the entire transaction online, he or she may select "I wish to print, sign and deliver the forms to my credit union".

Why does IRA Center with eSign authenticate members and how is this done?

To enhance the safety and security features, we verify that the member submitting the transaction online is who they say they are and pass that score with the transaction to the *IRAdirect* Member Queue. We authenticate the member using up to 3 levels of authentication. The level used is based on the relative level of risk associated with the transaction,

IRA Center™

Answers to your Questions

The *Authentication Score* ranges from 1 to 999 and predicts whether the data submitted was provided by the actual member. The score is the result of matching on name, address, Social Security number, and birth date information that is then cross-checked against credit and non-credit sources for suspicious or fraudulent activity.

The *Questions Score* is used with higher risk transactions like applications and withdrawals - and uses customized questions that are designed to be answerable only by the true member.

Can a member choose not to be authenticated and still submit their forms online to the CU?

The Member Authentication feature is completely optional.

- After the member eSigns the form, the member must give us permission to perform authentication services and will either select “I Agree” or “I Decline”.
- If the member declines authentication, the transaction appears in the IRAdirect Member Queue as “Not Authenticated”. Your credit union will likely want to follow up with this member before approving their transaction.

When performing authentication, do the inquiries we make into a member’s credit report negatively impact their credit score/rating?

The inquiry that is posted to a member’s credit report has no effect on their credit score. The reason we post the inquiry is to fulfill an FCRA compliance requirement. It is for the member’s benefit to understand who has viewed their credit.

There are two types of inquiries that the law states credit bureaus have to use. There are "hard" inquiries that affect a person’s credit history and their score and there are "soft" inquiries which do not affect anything on the person's credit report. The inquiry logged with our authentication solution is a "soft" inquiry. The only person that will ever be able to see a soft inquiry on a credit report is the member themselves when they buy or review their own credit report. No businesses will ever be able to see these types of inquiries.

What additional features does the Member Queue offer CUs using IRA Center with eSign?

When a transaction is eSigned and submitted to the Member Queue, the IRA Center contact at the credit union receives an e-mail notification that a transaction is ready for processing.

The Member Queue functions like the Approver Queue in IRAdirect but has more functionality, including edits and comments. Advanced Users can **Search** for a particular transaction using various criteria; they can **edit, print, approve or deny** a transaction; and **search for a member** in IRAdirect if your CU is on our fully-administered program.

Why should credit unions consider adding IRA Center™?

It’s a win-win for both you and your members!

- **The member benefits** - With members expecting greater levels of service and 24/7 access to their credit union, providing fast and efficient IRA transactions—through the distribution channel the member chooses—has become critical. To serve these members while increasing ease and accuracy of IRA transactions through online edits, IRA Center™ works with IRAdirect® to deliver

IRA Center™ Answers to your Questions

education, tools and help members to complete transactions online, eliminating the need to make a special trip into the credit union. Plus, authentication helps prevent potential fraud while instilling member confidence and trust in the safety and security of conducting online transactions

- **The credit union benefits** - Delivering service when members demand it from start to finish, without dedicating face to face staff will save you both time and money. IRA transactions are completed in less time and with fewer errors.
- You will be notified by email when forms are submitted from IRA Center. You can then retrieve completed forms online through the IRAdirect® member queue and apply them directly to IRAdirect® (FAO CU only) without re-keying. In addition, your CU's confidence in the safety of online transactions is heightened by our member verification process.

Who can have the IRA Center™?

All credit unions enrolled in the [Fully-Administered](#) or [Self-Administered](#) IRA Program:

IRA Center Components	IRA Center	IRA Center with eSign	Available to:
Learn Module	X	X	FAO, SAO, FAP, SAP
Plan Module.	X	X	FAO, SAO, FAP, SAP
Take Action Module.	X	X	FAO, SAO, FAP, SAP
Connect Module.	X	X	FAO, SAO, FAP, SAP
HSA PDFs	X	X	FAO, SAO and who are on the CMG HSA program
Members can elect investments to fund their IRAs and ESAs		X	FAO, SAO
Members can identify which accounts to transfer funds from into their IRA		X	FAO, SAO
Members can electronically sign and submit completed forms to the CU.		X	FAO, SAO
Members can choose to have their identity verified when submitting forms.		X	FAO, SAO
CUs access forms from an online Member Queue		X	FAO, SAO
CUs manage their IRA Center investments from an Investment Screen in IRAdirect		X	FAO, SAO
Approved transactions apply to IRAdirect without re-keying.		X	FAO

IRA Center™

Answers to your Questions


- ❑ FAO = Fully-Administered IRAdirect® CUs
- ❑ SAO = Self-Administered IRAdirect® CUs
- ❑ FAP = Fully-Administered Paper – these CUs can add forms using their own links & content.
- ❑ SAP = Self-Administered Paper – these CUs can add forms using their own links & content.

Do we need special hardware/software to have IRA Center?

No, but to get the best results with IRAdirect®, we recommend that you use a system that meets the minimum hardware and software requirements outlined below:

- Microsoft operating system; Windows® 95 or above
- Microsoft Internet Explorer® 5.0 or above with 128-bit encryption
- Adobe Acrobat® Reader 4.0 or above (5.0 recommended)
- Ability to print from operating systems and programs listed above

Where can we get more information about IRA Center?

- Visit us online at our homepage IRA Center
- View [enrollment contract, cost model and IRA Center demonstration](#)
(5-digit Credit Union Identification (CUID) number required)
- Download [IRA Center Product Sheet](#)  (740 KB/ 2 pages)
- Contact us via phone at 800-356-9140, or [email us](#)

How do we enroll?

As long you are enrolled in either the CMG Fully-Administered or Self-Administered IRA Program, you can enroll immediately in the IRA Center.

Enrollment instructions are:

1. Log on to www.cunamutual.com, click on “Products”, then search on keyword "IRA Center".
2. Choose the search result titled "IRA Center Home" and scroll to the bottom of the page and click on "[Enrollment contract, cost model and IRA Center demonstration](#)"
3. Enter the contact information requested, click the "View Enrollment Contract" radio button, select "IRA Center" from the drop-down list of enrollment contracts, click on "View Document". Enter the user name and password to access the contract and enrollment form.
4. An MFN support team specialist will be in contact within 2 business days to complete your IRA Center set-up.

IRA Center™

Answers to your Questions

How do we get IRA Center™ content added to our Web site?

IRA Center™ is delivered directly to your credit union through CUNA Mutual Group's [Members Financial Network \(MFN\)](#), which allows us to create a seamless extension of your own Web site.

Can we customize IRA Center™ to include our logo and branding?

IRA Center is delivered using MFN Standard unless a CU upgrades to MFN Custom.

- **MFN Standard** uses CMG colors and while your CU can display their name on all IRA Center pages, you don't control the look or placement of the IRA Center tabs on your Web site. MFN Standard is free to the CU.
- **MFN Custom** uses the credit union's colors, look and feel throughout the IRA Center. MFN Custom has a \$2,500 annual fee.

To learn more about the differences between the MFN Standard and MFN Custom program, invite the CU to visit MFN's homepage at

<http://www.cunamutual.com/cmgi/freeFormDetail/0,1248,892,00.html>

Do we need to be enrolled in MFN before enrolling in IRA Center™?

No. You can enroll in IRA Center™ and we will add IRA Center to your existing MFN installation. If your CU does not have an existing MFN installation, you will agree to the terms and conditions of the MFN Standard Agreement when you enroll in IRA Center. MFN Standard is free to your CU and allows us to complete and deliver your IRA Center installation.

How can we find out if I have a current MFN relationship?

1. Each credit union that has an MFN installation has a named Site Administrator, usually your Web Master or Marketing contact.
2. You can also check your CU's Web site to see if you find a link to MFN
3. You can call us at (800) 356-9140 and our Contact Center can check to see if you already have MFN.



MEMBERS FINANCIAL SERVICES