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TruWest Credit Union Streamlines Processes with IMM's Paperless Technology

Credit union uses technology to serve branches and members in two states

LINDEN, N.J.--([BUSINESS WIRE](#))--[Integrated Media Management® \(IMM\)](#), a document output management and automation technology provider, announced that Arizona-based TruWest Credit Union has streamlined its business processes by using several IMM solutions. With more than 70,000 members and 15 branches in Arizona and Texas, TruWest implemented TotaleAtlas, TotaleAtlasWeb, TotaleChecks and TotaleReceipts to replace its paper-based processes and provide members with enhanced services.

"We are expanding in both the Phoenix and Austin markets and we were searching for ways to use technology to reduce the time that employees were spending locating and maintaining records," Tom Gessel, senior vice president and technology officer at TruWest Credit Union, explained. "We were introduced to IMM through its partnership with our core processor, and we selected IMM because of the tight integration with our core system, the cost reductions that the credit union would experience and the fact that the products are continuously being enhanced to include new and expanded features."

TotaleAtlas, TotaleChecks and TotaleReceipts are all part of IMM's flagship solution suite, [TotaleWorks](#). TotaleAtlasWeb extends the reach of the credit union by capturing end-users' digital signatures via the Web anywhere, anytime, 24/7 and enables completed documents to be securely delivered back to the credit union for archival as a non-editable 128 bit encrypted PDF eliminating the need to scan and index or store the documents.

TruWest recently revised its business continuity and disaster recovery plan, and the IMM solutions played an integral role because the offline feature of TotaleChecks allows checks to be generated and printed when the core system is unavailable. The electronic archival of information also addresses any concerns of branch storage areas being damaged or destroyed.

"IMM's solutions have really brought the remote credit union members closer to TruWest with technology that makes it easy for members," Gessel added. "Information is now accessible by everyone in the organization for research and fraud tracking. Our

technologically savvy members have responded very positively to the added service of TotaleAtlasWeb.”

“Many financial institutions are adding environmental consciousness to their list of corporate objectives and TruWest is an excellent example of a credit union that has used paperless technology to meet this objective, in addition to drastically cutting costs, employee hours and security concerns,” Chuck Klein, CEO at IMM, said. “As the economy continues to face new challenges, it becomes more and more apparent that financial institutions must invest in this type of technology in order to remain viable and relevant to the audiences that they serve.”

“What impresses me most about IMM is that the company is always thinking ahead and creating new solutions and enhancements from a credit union’s perspective,” Gessel added. “Whenever I suggest new functionality, IMM is already working on it.”

About Integrated Media Management

Integrated Media Management® (IMM) specializes in document output management and automation technology and is based in Linden, N.J. IMM’s products are in place at more than 600 financial institutions nationwide and they are currently partnered and interfaced with nine host processors and all the major compliance vendors.