

Cooperative Credit Union Association

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NEWS

For Immediate Release

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Cooperative Credit Union Association and Tyfone Partner to Usher In Next Generation Of Omnichannel Banking Experience for Credit Unions

Tyfone's Omnichannel Solution Uses SideCard Technology to Secure Even the Latest Applications

Sept. 14, 2017 (Marlborough, Mass.) — The Cooperative Credit Union Association is teaming up with Tyfone, Inc., as a preferred partner for digital banking. Tyfone provides CCUA member credit unions the opportunity to go beyond the limits of traditional security solutions by using Tyfone's omnichannel banking and omnichannel security solutions.

Omnichannel banking has grown from online and mobile parity to the need for a consistent user experience across a much broader range of devices; however, securing transactions sometimes means the user has an inconsistent experience moving from one channel to another.

Tyfone recognizes the need for credit unions to bring a consistent user experience across all channels, and provides next generation digital banking regardless of the device the member uses, whether mobile or online and from tablets to smartwatches, and even smartspeakers.

“Not only have we created a consistent experience for digital banking on all screen sizes from a phone to PC, we are also enabling smartwatches and smartspeakers as digital banking channels. By 2020, over 75 percent of all U.S. households will have smartspeakers and voice AI assistants. With nearly 40 million of these devices already sold, we can get your members ready for voice banking today,” said Dr. Siva Narendra, CEO of Tyfone.

By eliminating the encumbrance of fragmented security, such as complex passwords, one-time passwords and even smartphone biometrics (really a proxy for passwords), Tyfone's patented

omnichannel security solution brings the highest level of convenience and security regardless of device type. The ability to add risk-based security allows financial institutions to keep up with ever-evolving cyber security regulatory demands and protect the member relationships.

“When it comes to digital banking, members need both convenience and security. We are excited to introduce this innovative solution provider to the credit union marketplace,” said Paul Gentile, CCUA president and CEO.

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About the Cooperative Credit Union Association

The Cooperative Credit Union Association in Marlborough, Mass., promotes the interests of nearly 200 credit unions located throughout Rhode Island, Massachusetts, New Hampshire, and Delaware. CCUA is, first and foremost, an advocate for its members before Congress and state legislatures, regulatory bodies and the public. In addition, it provides an array of services, including educational programs, workshops and conferences; a daily e-briefing on all the latest news and issues facing credit unions; and, through its CU Connect program—a select group of service providers—and a number of system partners, works to advance the availability of their quality products and services to its members. For more information, visit [CCUA](#).

About Tyfone

Tyfone is securing the connected world as a leading provider of digital security solutions for identity and transactions. With over 130 issued or pending patents, Tyfone customers include two of the top 10 U.S. credit unions. Tyfone was named a Top 10 Secure Digital Banking Provider by *Banking CIO Outlook* magazine from 2015-2017, and the company was ranked #1 in the Credit Union Mobile Satisfaction Survey by CU Collaborate. The company is based in Portland, Oregon, with operations in Bangalore, India. For more information, visit [Tyfone.com](#)