

# Community First Credit Union adopts Optimist as an essential part of its commercial lending activities.

## Optimist 7 Case Study

### Customer Profile



#### Community First Credit Union Limited

New South Wales, Australia  
[www.communityfirst.com.au](http://www.communityfirst.com.au)

#### Industry:

Financial Services

#### Total Assets:

AUD \$600+ million

#### Members:

55,000

#### Project Goals:

- To provide financial services to the SME market
- Ensuring commercial lending assessment techniques comply with APRA
- To implement the most comprehensive assessment application

#### Inmatrix solutions:

- Optimist
- Training & Implementation

#### Key Benefits:

- Provide a consistent and comprehensive means of financial risk assessment
- Conduct effective annual review of our commercial members
- The up-skilling of commercial lending staff



**inmatrix**  
making business simple

*“Optimist assists us by providing a comprehensive and user-friendly financial analysis tool to complement our overall risk management process.*

*This has assisted us in meeting obligations to our members, whilst also satisfying our various regulators and minimizing our overall financial risk”.*

— *Matthew Cragg, Lending Manager,*  
**Community First Credit Union**

### Customer Background

Community First is the 9th largest credit union in New South Wales and the 23rd largest in Australia based on total assets. Community First has more than 55,000 Members, six Financial Service Stores and more than \$600 million in funds under management.

Community First was formed in 1959 as a credit union solely for Salaried Officers of the Metropolitan Water, Sewerage and Drainage Board (Sydney Water). By 1970, Community First had expanded its services to all employees of that organization.

Today, Community First is the largest community-based credit union operating throughout the Sydney region and aims to continue to be an integral part of the communities in which its Members live and work. Community First exists to meet Members’ needs and help them achieve their goals by building financial relationships for mutual benefit.

### High Level Project Goals

In appointing Inmatrix, Community First’s project goals included:

- Assisting in its strategy to provide financial services to the SME market
- Ensuring the organization’s commercial lending assessment techniques comply with The Australian Prudential Regulation Authority (APRA)
- Implementing the most advanced and most comprehensive risk assessment application

### Business Challenge / Business Need

Community First’s staff lacked the skills and experience required to conduct financial ratio risk assessments, and subsequently were unable to identify strengths and weaknesses evident from financial ratio analysis.

The training provided by Inmatrix, and the reports provided from Optimist, have provided staff with the knowledge and skills required in this area.

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### Application of Optimist

Optimist is typically used by Community First to conduct financial ratio analysis for commercial entities seeking accommodation for finance. This allows the business to build a financial risk assessment into its overall risk review.

Community First also uses Optimist software to conduct its annual review of commercial members. In particular, this is where “what-if” scenarios are best used when assisting to address adverse financial trends clients may be experiencing.

### Benefits sought from implementing Optimist

- Provides a consistent and comprehensive means of financial risk assessment incorporating ratio analysis to assist in lending activities
- Allows Community First to conduct effective annual reviews of its commercial members, and provides professional feedback to enable the business to assess financial performance
- Up-skills commercial lending staff and provides more thorough analysis of commercial lending activity, which in turn satisfies various regulators

### Future growth with Optimist

Community First’s commercial lending activity has improved with the introduction of Optimist, allowing for:

- A more thorough and efficient risk assessment of commercial loan requests
- Annual loan reviews in a more efficient and effective manner
- The introduction of a more effective and tighter means of risk management, meaning the risk associated with Community First’s commercial lending portfolio will remain consistent with industry standards

### Why Inmatrix?

Inmatrix has extensive experience in implementing cost-effective financial services software solutions in banks and other financial institutions, both large and small, around the world.

The Inmatrix philosophy is to partner clients through the entire implementation process, obtaining a detailed understanding of the specific project requirements and ensuring all potential benefits of the Inmatrix product suite are realised.

Inmatrix’s client base extends from Australia, to Thailand, Malaysia, United States, Canada and the Middle East. Inmatrix offers clients access to its products, training and support packages.

For more information visit [www.inmatrixinc.com](http://www.inmatrixinc.com) or contact us on [800] 685-1773 Chicago, IL

