



Line of Business	Use Case	Product Category	Product	
Retail Banking	Customer Acquisition	Checking	<ul style="list-style-type: none"> • Basic • Linked Checking and Savings • Preferred • Military Checking • Student Checking • Small Business 	
		Savings	<ul style="list-style-type: none"> • Basic • Money Market • CD • Custodial Savings 	
		Credit Card	<ul style="list-style-type: none"> • Basic • Cash Back • Rates • Rewards • Small Business 	
	New Account Onboarding	Checking	<ul style="list-style-type: none"> • Basic • Preferred • Linked Checking and Savings • Military Checking • Student Checking • Small Business Checking 	
		Savings	<ul style="list-style-type: none"> • Basic • Preferred • Money Market • CD 	
		Credit Card	<ul style="list-style-type: none"> • Basic • Cash Back • Rates • Rewards • Small Business 	
			Online Banking	<ul style="list-style-type: none"> • Online Banking
			Online Bill Payment	<ul style="list-style-type: none"> • Online Bill Payment
	Service Activation	Online Banking	<ul style="list-style-type: none"> • Online Banking • Bill Pay • EStatements • Email Alerts 	
		Credit Card	<ul style="list-style-type: none"> • Activation • Rewards • Online Statements 	
		Debit Card	<ul style="list-style-type: none"> • Activation • Rewards • Save with Change 	
		Direct Deposit	<ul style="list-style-type: none"> • Direct Deposit 	
		Overdraft Protection	<ul style="list-style-type: none"> • Overdraft Protection 	