

Big Data for Credit Unions

Results, Quick Query and ODBC

Sharetec credit unions are having great success with **Big Data** through **Sharetec**, which helps credit unions grow and be more responsive to member needs. Sharetec provides several tools for retrieving and analyzing credit union data including **Results**, a graphical report writer native to the operating system, and **Quick Query**, an easy to use intuitive graphical report writer. Additionally, by utilizing **ODBC** (Open Database Connectivity) credit unions can use popular productivity tools such as Microsoft Excel, Access, Word or Crystal Reports to easily create marketing materials and reports.

Harvester FCU *Elizabeth Olson, Marketing Coordinator* “The **Results** tool is very easy to use and offers a variety of opportunities to market to our members. We can target members who do not have Overdraft Protection for everyday debit and ATM transactions. We have also increased our overall percentage of opt-ins for members that qualify. Sharetec **Results** is a great tool to grow credit unions by providing pertinent data at any given moment for different marketing campaigns. This is something every credit union should be using.”

Evansville FCU *Anita DeWeese, Asset Protection Manager* “**Quick Query** has been very beneficial to Evansville FCU. I specifically use it for several month end reports to supplement 5300 reporting information, as well as for creating Dormant lists and indirect reports for our indirect department. I can collect data quickly to get information that almost any department may need. Most recently, I was asked to generate a specific report for CDs, which I was able to do very easily.”

Members First Credit Union *Jennifer Kutz, President* “With the help of Sharetec’s training team, the staff at Members First Credit Union learned about all the different reports that could be created with **ODBC**. Over the years, we have made more than 400 reports and currently use about 50 reports consistently. Some of the reports provide information by SEG Group for board reports, the 5300, exams, and some show different information overall. What I like best, is that with one mouse click, I can refresh the data to give me the information at that specific time. If the information is date sensitive, it is easy to change the date and refresh without having to create a new report all over again.”

Matt Isger, Regional Director for Sharetec, comments, “Sharetec is helping credit unions face the future by giving them complete access to all the data, as well as providing them with the necessary tools to understand the data. Using these big data tools, our customers can make decisions that allow them to flourish in today’s ever-changing financial industry. This is the key to their success.”



Overview

Credit unions utilize Sharetec’s Results, Quick Query and ODBC to gather BIG DATA and interpret it to take action.

Problem

Data is growing at an incredible rate and without the right tools, credit unions will not be able to see the data, analyze it and make the right decisions for today and into the future.

Solution

Sharetec credit unions use key tools to collect and analyze specific information to make critical decisions and achieve amazing growth.

Results

- Multiple Tools
- Understand Key Trends
- Direct Integration
- Improve Growth