

2015 Data Investment Symposium

You're invited...

Event #1 (Morning)

Understanding CU*BASE Data Structures & Tools

- Why CU*Answers has added a Database Engineer to our development team
- Why CU*Answers is moving from DDS (Data Description Specifics) to DDL (Data Definition Language) as a standard
- Projects for 2015 and beyond to make CU*BASE data structures clearer for our users
- Understanding native Query and other alternatives for user analytics
- The future of CU*BASE and **It's Me 247** database development

Event #2 (Afternoon)

Data Investment Symposium

- Is there a compatible data structure/warehouse that we should add to our network?
- Should the data warehouse be centralized or distributed?
- What human resources capabilities are required in the network or at the credit union?
- What third-party alliances make sense, and at what cost?
- When should we act, and how long is the investment curve before execution?
- Can we invest collaboratively where people cannot invest on their own?

CEO to CEO ... From the desk of Randy Karnes

Big Data might not be quite the headliner it was, but CUs are still honing their operations to get the most out of their investment in data. There are some in our network who feel that not only should our CUSO work on developing CU*BASE data, but it should also aggressively explore new approaches and solutions. Join us for the 2015 Data Investment Symposium as we brainstorm and begin developing a strategy.

During the morning we'll focus on learning more about the CU*BASE database, including details about our first-ever external data warehouse that supports the new **My CU Today** product suite. This session is aimed at leaders responsible for day-to-day strategies to get the most out of your CU*BASE data.

In the afternoon we'll switch gears to brainstorm on new investments the CUSO should be making in data. What options are there for adding a more classically-defined database to the cuasterisk.com network? What kinds of services—analytical tools, shared analyst capabilities, and the like—would CUs expect to be included with a data warehouse?

For this session we need future thinkers who want to campaign for new investments and help the CUSO develop models so we can all earn from them. Moving in this direction will likely mean at-risk investments by the CUSO, and champions will be needed who can help make the case with our Board and executive leaders.

Although we expect lively interest in the morning session from line managers and executives to want to get even more out of CU*BASE, I'm not sure we'll have quite the same enthusiasm in the afternoon as we think about committing our organization to new investments. But I believe we are approaching a tipping point in credit union strategies when it comes to harvesting opportunities from data. Join us in February to add your voice.



When:

**Wednesday,
February 25, 2015**

9:00a-4:30p ET

(luncheon provided)

Who:

Credit union leaders focused on developing analytical approaches for credit union data, starting with CU*BASE

Where:

CU*Answers Learning Center
6000 28th Street, Grand Rapids

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Today!**

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