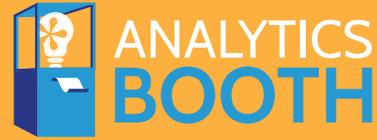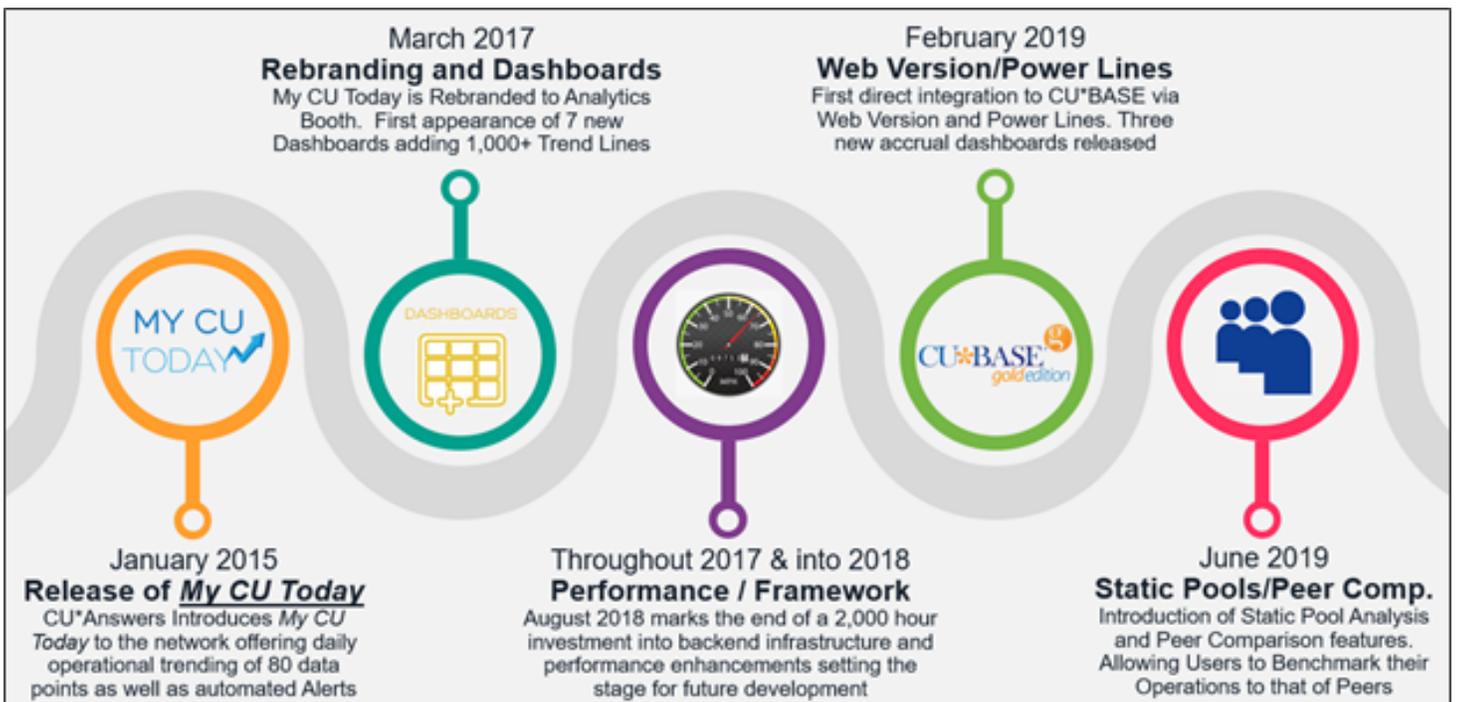# Development History

A Look Back at Key Milestones and Software Feature Enhancements

Do you remember "My CU Today"? Or the first introduction to Online, web dashboards? Enjoy a trip down memory lane as we review the development history and key milestones of Analytics Booth.

ANALYTICS BOOTH

Development History: 2015 Through Current

My CU Today was first introduced to the Network in January 2015 featuring 80 operational trend lines as well as configurable alerts over those same 80 data points. 61 partners immediately recognized the value of this tool and subscribed to the product. The introduction of web dashboards in March of 2017 and re-branding to *Analytics Booth* introduced new and exciting feature functionality to our network, allowing for the daily trending of 1,000s of operational metrics and data insights, resulting in a surge in credit union participation.

March 2017
Rebranding and Dashboards
My CU Today is Rebranded to Analytics Booth. First appearance of 7 new Dashboards adding 1,000+ Trend Lines

February 2019
Web Version/Power Lines
First direct integration to CU*BASE via Web Version and Power Lines. Three new accrual dashboards released

January 2015
Release of _My CU Today_
CU*Answers Introduces *My CU Today* to the network offering daily operational trending of 80 data points as well as automated Alerts

Throughout 2017 & into 2018
Performance / Framework
August 2018 marks the end of a 2,000 hour investment into backend infrastructure and performance enhancements setting the stage for future development

June 2019
Static Pools/Peer Comp.
Introduction of Static Pool Analysis and Peer Comparison features. Allowing Users to Benchmark their Operations to that of Peers

The increase in both credit union users, as well as feature functionality, and the data required to fuel those features, introduced the demand for quicker and more efficient data storage and retrieval. Throughout 2017 and into 2018 a total of 2,000 labors hours were invested into infrastructure and performance enhancements, setting the foundation for years of additional product investments.

2019 again broke new ground as we proved to the Network that direct integrations between CU*BASE and Analytics Booth were possible, opening the door to a new realm of data trending capabilities, a new audience of users, as well as a wealth of new and creative ideas on how to leverage these integrations to create value to our credit unions partners.

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Features and Integrations

A look back at where we started, and where we've gone
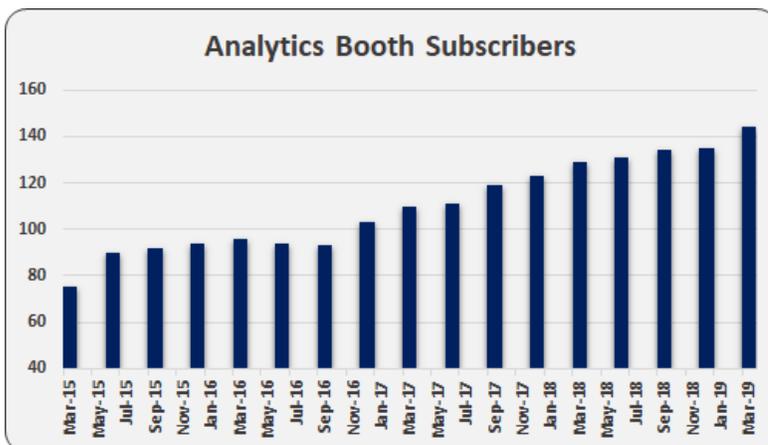
Analytics Booth Features and Integrations

Since 2015, our engineers and designers have pursued constant improvement through innovation, software integrations, and feature expansion. In 2019 alone we have implemented 4 new Web Dashboards, 12 CU*BASE Power Line integrations, 11 CU*BASE Web Version Integrations, as well as the ability to compare your trends to that of peer credit unions!

We believe in the value of data and the influence it can have on both your operations and your team members. Do you have GRASP? With Analytics Booth you'll spend less time asking questions, and more time considering the answers!

	MY CU TODAY (2015)	ANALYTICS BOOTH (2019)
Alert Notifications	Yes	Yes
Trend Graphing	Yes	Yes
Identification of Participated Loan Balances	No	Yes
Trends Peer Analysis	No	Yes
Trends Executive Summary	No	Yes
CU*BASE Integration	No	Yes
Number of Powerline Integrations	0	12
Number of Web Version Integrations	0	11
Analytics Booth Production Team	No	Yes
Number of Developers	1	3.5
Number of Subscribers	61	148
Number of Trend Graphs	75	300
Number of Dashboard Graphs	0	1,000+
Number of Web Dashboards	0	11
Configured Users	Est. 300	1,362
Monthly Alerts Sent Out	1,000's	20,000+

Don't Miss the Boat!!

Analytics Booth Subscribers

Subscribers to Analytics Booth have more than doubled, growing from 61 in 2015 to 148 subscribing credit unions as of May 2019. If you haven't already, join your peers and start taking advantage of the value data insights can bring to your organization.

CU*Answers continues to invest into data strategies, trending, and operational insights. We've made a lot of progress in four years, where will we be after four more?

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