



Centra Credit Union Partners with OnApproach to Leverage Integrated Data

Minneapolis, MN (October 24, 2017) – OnApproach (www.onapproach.com), the leading provider of data/analytics solutions for credit unions, is excited to announce Centra Credit Union (Columbus, IN) is the latest to join the collaborative [Credit Union Data Integration and Analytics Platform](#) after signing an agreement to implement the [OnApproach M360 Enterprise](#).

“At Centra Credit Union, ‘Centered Around You’ is our promise to our members. In order to build upon this promise and provide our members with the superior experiences they deserve, we realized the need for a [member-centric](#) view of our credit union. OnApproach M360 Enterprise empowers us to create a single, [validated](#) member record so we can better understand our members as individuals, and collectively. As Centra Credit Union continues to grow as an organization, data analytics enables us to personalize our interactions with members, and make confident, [data-driven](#) decisions for the future of the organization,” stated Carrie Jenkins, Director of Business Analytics, Centra Credit Union.

Centra Credit Union (asset size: \$1.4 Billion, core processor: Fiserv – DNA) realized the need for an enterprise solution to integrate, validate, and take full advantage of ever-growing member data. Credit unions have been tasked with the challenge of keeping up with the personalization and analytics initiatives of companies such as [Amazon](#), large banks, and thousands of fintech startups. Credit unions, as a movement, have a unique opportunity to collaborate on analytics to create superior capabilities, while sharing of the time, cost, and resources required. As the only [Credit Union Service Organization \(CUSO\)](#) dedicated to credit union success through collaborative analytics, OnApproach empowers credit unions to take advantage of industry efforts to tackle advanced analytics initiatives.

“It is very exciting to partner with Centra Credit Union to provide a robust and collaborative data analytics solution. As a CUSO, we believe credit unions have an opportunity to excel in member satisfaction and prove themselves as the best financial institutions to serve their communities. Centra Credit Union makes a great addition to this platform, and we look forward to working with them,” said Paul Ablack, CEO, OnApproach.

About OnApproach

[OnApproach](#) is the only CUSO dedicated to credit union success through a collaborative analytics ecosystem. By providing a secure and frictionless data experience, OnApproach empowers credit unions to take full control of their own data and their own futures. We exist to serve the credit union movement with technology and expertise required for the digital transformation of the industry business model. OnApproach’s collaborative ecosystem enables communities of users, data scientists, and application developers focused on analytics innovation.

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About Centra Credit Union

For more than 75 years, Centra Credit Union has been known for its commitment to quality service. Its roots lie in Columbus, Indiana, where eight employees of the Cummins Engine Company founded the Cummins Employees Federal Credit Union. Their goal: to identify a source of low-cost credit and a convenient place to save their hard-earned money. In 1995, the name was changed to Centra Federal Credit Union, reflecting the company's growth and diversity. The credit union became state-chartered in 1997 and is known today as Centra Credit Union. Since its start, Centra has grown to more than 130,000 members with assets of more than \$1.3 billion. Twenty-four locations serve communities in Indiana, New York, and North Carolina. The credit union employs more than 300 people.



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