

SnapShot (FILExxSS) is a rolling copy of core processing data *as of yesterday*.

End-of-Day (EOD) Data Time Slice

SNAPSHOT OVERVIEW

ATTENTION DATA USERS

Imagine you could take a picture of *every data point* in your database just before you roll into the next business day – A snapshot in time to preserve a copy of how yesterday ended. What would you do with that picture?

CU*Answers offers a free SnapShot (FILExxSS) data library for all credit unions on the CU*BASE® core. Access to SnapShot is available by request only - Order via the CU*Answers Online Store.

No management or customization required, it's an instant solution for a consistent, new time slice of your existing data.

File name	MASTER	🔍
Location	FILETRSS	🔍
Member	*FIRST	🔍
Format	*FIRST	🔍

TOP 5 REASONS TO LOVE SNAPSHOT

01. Every Piece of Data, Literally!

No corners are cut here. Every single table, row, and column that you find in the daily processing database has a corresponding record in SnapShot.

02. Latest Possible Moment

The picture will be developed within normal end-of-day (EOD) processing so you consistently capture the final values for any given day.

03. New Time Slice for Analysts & Researchers

Comparing current day data to yesterday's data aids in member support research, research of financials, and other queries where timing is important.

04. Quadrupled Processing Window

Data transfers to vendors or your own teams can be larger and more flexible as they are moved outside the Operations cycle (a 3-5 hour window) and now run from the SnapShot data (available 20 hours)

05. Smoooooth Operating

Testing of the transition to run vendor data transfers off SnapShot has been seamless and many custom data transfers already use it! Development continues to identify and prepare additional custom programs to utilize SnapShot.

ONE OF THE FAMILY

SnapShot is native to CU*BASE® and functions as a third **operational*** data environment:

- FILExx (core data for live transaction processing)
- FILExxE (selective set of 6 end-of-month records)
- FILExxSS (rolling copy of prior end-of-day records)

*an operational database is one which supports core system processing functions.

Contact the Asterisk Intelligence Team at CU*Answers for more information on all the database environments in CU*BASE!

HAVE A QUESTION?

CONTACT ASTERISK INTELLIGENCE

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(800) 327-3478 x870 ai@cuanswers.com



TOP 8 REASONS WHY YOU SHOULD KNOW WHO'S EARNING DIVIDENDS

Read more at
thedataplunge.com

1. COACHING MEMBERS FOR HIGHER PARTICIPATION

By identifying members who are not earning dividends, we can coach members to participate at a higher level to ensure that they are seeing a return on their relationship with the credit union. This should be part of the train schedule for credit unions on a semi-frequent basis to ensure that members are aware of their opportunities to earn.

2. HELPING MEMBERS EARN MORE

Identify members who could be earning more in dividends by suggesting an alternative product. For example, a member may be earning 1% on a savings balance when they could be earning 2% on a certificate balance. We can coach members on how to navigate their savings balance to achieve the greatest amount of return. In so doing, you promote a sense that you always have the member's best interest at heart, and you want them to earn more.

3. EDUCATING MEMBERS ON HOW DIVIDENDS ARE EARNED

Credit unions can coach their members on how dividends are earned. I often speak with consumers (whether they be credit union members or not) and they do not understand the concept of dividends and how they are calculated. By advertising and promoting dividends and how members can earn, we can easily raise the level of advertising that we do collectively as cooperative financial institutions to prove that we are a different type of financial institution.

4. IDENTIFYING OPPORTUNITIES FOR BONUS/PATRONAGE DIVIDENDS

Credit unions can identify opportunities for paying bonus/patronage dividends to members. By studying which members are earning dividends and which members are not earning dividends, it allows a credit union to study which options exist for paying a bonus/patronage dividend and presents the opportunity to reward members who may not otherwise be rewarded.

5. BETTER INFORMED RATE CHANGE DECISION-MAKING

Credit unions can closely monitor how much in dividends are being paid out to members over time. This will be helpful data for credit union management teams and board members to declare rates and perform analytics on which members would earn dividends based on a rate change.

6. REMINDING MEMBERS OF THE VALUE THEY GET BY BEING A MEMBER

Credit unions can remind members of what they are earning by saving money with their credit union. I do not know of any credit union that is promoting dividends any more than that the transactions are posted to members at EOM. If I were a credit union manager, I would be advertising how much I am paying to members. This data is already available on a financial statement, but as a credit union, we can get details by product, etc. that we can promote to our existing and potential members in our marketplaces. We should be telling the world what we are paying to members.

7. DEEP DIVING THE DEMOGRAPHICS OF DIVIDENDS

Credit unions can coach their members on how dividends are earned. I often speak with consumers (whether they be credit union members or not) and they do not understand the concept of dividends and how they are calculated. By advertising and promoting dividends and how members can earn, we can easily raise the level of advertising that we do collectively as cooperative financial institutions to prove that we are a different type of financial institution.

8. SHAPING PRODUCT OFFERINGS

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