CREDIT UNION DATA WAREHOUSE

What is a Data Warehouse?

"A storage architecture designed to hold data extracted from transaction systems, operational data stores and external sources." Gartner, Inc.

Custom Data Storage

The Data Warehouse, available from Asterisk Intelligence, is offered as an option for credit unions looking to add external data alongside core processing data or to capitalize on opportunities for increased control of custom and special data sets in CU*BASE. The Data Warehouse product offers complete control of data retention from multiple sources and is thoughtfully designed to support strategies surrounding data storage and analysis, all within the core processing system of CU*BASE.

As a CU*BASE® product, your Data Warehouse operates as a shared system resource so you do not need to purchase any hardware or additional software. The existing, free, Report Builder (Query) tool is also compatible with data in your Data Warehouse, and new management and maintenance tools are built right into CU*BASE!

Why is this data warehouse better than an external data warehouse?

All warehouse solutions have pros & cons relative to different data strategies. The strong points of this custom warehouse centers on the fact that it brings all the benefits of living directly inside the CU*BASE® core, such as:

• Accessible by familiar and free Query tools

• Direct support from CU*Answers teams

• Native tools for management of controls on usage & authority permissions.

Pricing

Tailored to YOU – Pay per gigabyte of space used

$1,000 One-time set up

$100/month
$10/GB per month

The Possibilities!

We know there's a huge variety of data sets that a credit union might want to store and analyze. Here's a few ideas and options that rise to the top of the list... what else would you put in a Data Warehouse?

1. Phone Optics, click-tracking data from CU*BASE for non-transactional data analysis
   Analyze what members and staff are addressing on phone calls whenever a transaction isn't being performed.

2. Results or reports collected from a 3rd party vendor
   Upload to use alongside member and transactional data in your reports and analysis work

3. Excel documents you're using to track statistics or member relationship information outside of CU*BASE
   Use within custom queries to join this information up with other information about the member

4. Non-member data collected at events or purchased for marketing projects.
   Analysis and marketing opportunity!

5. Neighborhood or geographic-specific details based on zip code or home address.
   Enrich your analysis or marketing segmentation efforts with this information.

6. Open/click reports from your 3rd party email processor
   "Tag" the members who are confirmed to have engaged in the marketing campaign and track whether they converted to a sale.

7. Results from external member survey campaign
   Bring it back into CU*BASE to learn more about the people who did respond, segmented by their answers or their membership demographics.

8. Custom Query output files to lock them in for long-term availability
   (the QUERYxx location puts a "freshness" date on data and automatically deletes it after a short period of time. The Data Warehouse won't delete your custom files until you delete it yourself)

9. *Coming Soon* – automatic archival of Tracker records from the CU*BASE core data.

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