2019 IN REVIEW: ASTERISK INTELLIGENCE

The 2019 fiscal year has been full of projects, education, and product development for the Asterisk Intelligence Team. Top accomplishments or milestones to-date are summarized below - Notice many new tools and new features were launched! With infrastructure and tools in place, 2020 will be a year to use these tools in ways that *prove the value of data* to credit unions.

DATA WAREHOUSE

Launched **April** - A Data Warehouse is available for purchase in the CU*BASE core.

- 4 early-mover CUs have a Data Warehouse
- 0.5 MB total storage in use (through June)

ANALYTICS BOOTH

Releases in **February** and **June** were huge with new tools and new brands - Expanding the audience of data.

- New brands for integration with CU*BASE - *So far? 11 **Powerlines** & 11 **Web Dashboards***
- 148 subscriber CUs, 1,362 user profiles

UNIQUE DATA MANAGEMENT (UDM)

Growing quickly in popularity throughout 2019, UDM fields are a solution for DIY custom data field entry.

- 60 total CU users with 535 fields configured
- 2 development projects in queue for 2020!

ASTERISK INTELLIGENCE WEEK EVENT

Held events in **February** and **May** with two more in 2019 - August and December.

- 4 full days of data skills and strategy per event
- 45 participants to-date - 30 traveled to GR!

BLOGS

AI staff maintain their individual blogs with posts published on projects, strategy, data tips, etc.

- 14 posts to-date, on 4 staff blogs
- 25 subscribers per blog! (average)

DATA FACT PROGRAM

Launched **January** - Email outreach to executives by AI Team members began in early January

- 175+ emails (through June)
- 3 staff building data facts

EDUCATION ONLINE

The AI Team holds 1-2 educational sessions per week. Many are recorded and published online for viewing anytime!

- 51 videos recorded and posted to OnDemand
- 13 university classes offered, total 40 sessions.

VISUAL ANALYTICS TOOLS (VAT)

CU*BASE releases in **October** and **May** held several helpful advancements of VAT elements - perfect for data analysts!

- 2 new chart styles (Line & Stacked Bar)
- 252 charts enabled for on-screen copy / save

DASHBOARD DIVE WEBINARS

2019 season runs **February** through **October** as a weekly series to demo new dashboards.

- 18 participants per session (average)
- 29 sessions on schedule, 30-45 minutes each

SELF-SERVICE FLOODS

Launched **October** - A beta-feature of CU*BASE allows any CU staff member to perform pre-defined data floods.

- 10 projects performed in beta for CUs
- 30 flood options available

Webpage: asteriskintelligence.com
Knowledgebase: kb.cuanswers.com