

It's My Biz 247

At a Glance

cuasterisk.com
network

OVERVIEW

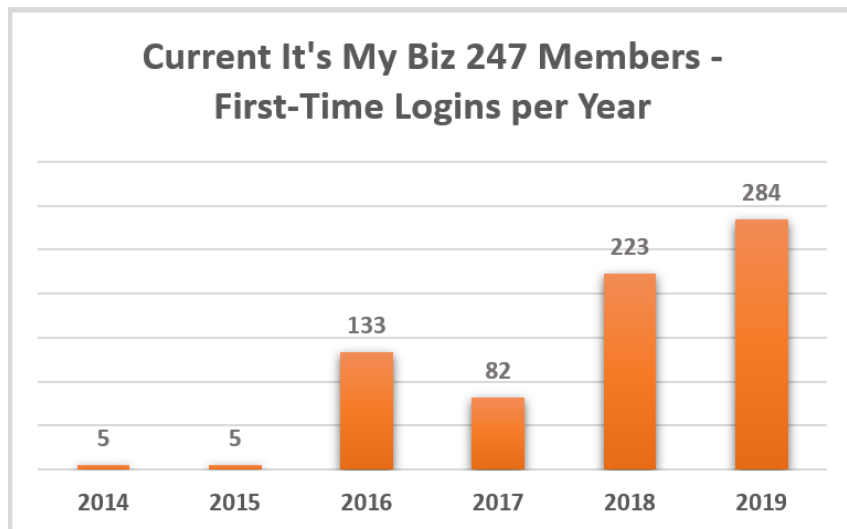
Credit Union Utilization = 8% of all CU*BASE credit unions have turned on **It's My Biz 247** online banking.

Membership Utilization = Participant CUs generally see low numbers of membership utilization, with a few exceptions.

Monthly Login Activity = The **It's My Biz 247** memberships average 75% active with at least 1 login in a given month.

All Network	It's My Biz 247		Biz Footprint
270	22	Credit Unions	8%
2.35 M	733	Memberships	0.03%
--	1292	User Profiles	--
--	1.8	User Profiles per Membership (Avg)	--
36%	75%	% Memberships Logging In	+ 39%
14.8	14.4	Monthly Logins (Avg)	- 0.2

TRENDING FIRST-TIME USE



A trend of memberships first setting up **It's My Biz 247** logins displays recent growth of the service in 2018 into 2019.

40%, or 2 in 5 of all memberships currently set up with **It's My Biz 247** have started using it this year - 2019.

The first login is identified from the membership's recorded EULA acceptance date.

It's My Biz 247
Online Banking

POWERED BY
ASTERISK
INTELLIGENCE

2019 JUNE - DETAIL PER CREDIT UNION

CU# Credit Union	It's My Biz 247 Users		May 2019 Logins	
	Memberships	Employee Users	Total Logins	% Memberships
112 Frankenmuth	450	742	5892	79%
200 Honor	137	194	967	63%
254 Notre Dame	47	98	521	85%
3934 Thinkwise	36	98	74	69%
278 ELCA	31	75	130	71%
227 Day Air	7	10	70	57%
229 Building Trades	7	22	85	86%
219 Advantage	3	7	4	67%
153 First United	2	5	63	50%
190 TBA	2	14	13	100%
3907 United Advantage	2	7	17	100%
166 DMCU	1	2	0	--
172 Glacier Hills	1	1	0	--
187 Heartland HT	1	4	1	100%
213 Element	1	2	0	--
235 MidUSA	1	3	13	100%
265 Chief Financial	1	1	1	100%
3838 Nizari Progressive	1	1	0	--
3922 South Bay	1	3	9	100%
3928 Tongass	1	3	22	100%
380 Thornapple	0	0	0	--
3937 Metrum Community	0	0	0	--
TOTAL	733	1292	7882	75%