

## WHAT IS A DATA WAREHOUSE?

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

COMING SOON

## DATA WAREHOUSE *for* CREDIT UNIONS

### YOUR CUSTOM DATA SILO

Get ready to own your credit union's personal data warehouse environment, thoughtfully designed to support strategies surrounding data collection, retention, and analysis, all within the core processor, CU\*BASE®.

The first data warehouse will be announced in beta November 2017. It is expected to be ready for offering to network credit unions in early 2018, harnessing the ability to add external data alongside your core processing data, and more control over your custom Query tables.

This product is the natural next addition to previously release database management tools, such as Unique Data Management: Customized Fields, which provides a toolset for designing your own database tables for both membership and account levels.

### 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:

- 1) Accessible by familiar IBM Query tools
- 2) Back-ups and availability are ensured automatically
- 3) Direct support from CU\*Answers teams
- 4) Native tools to support usage & authority controls

### UNLIMITED POSSIBILITY!

Wondering what you'll put into a data warehouse? We've thought of a few excellent ideas...what else can you think of?

- 1) A SEG profile with details of that employer to match against the SEG on record for your member.
- 2) Results from an external member survey campaign.
- 3) Neighborhood or geographic-specific details based on zip code, matched to your member(s) based on their home address.
- 4) Open/click reports from your 3rd party email processor.
- 5) Longer static pool analysis opportunity by storing custom Query outputs in the warehouse, which offers unlimited data retention. (the QUERYxx environment only retains tables for a short time!)
- 6) Anything you can dream up!

### AUTHORITY CONTROLS

A brand-new authority management tool will be available for database managers and security officers to control employee access to your data warehouse!

Contact the Asterisk Intelligence team at CU\*Answers for more information on the data warehouse offering!

### PRICING

Tailored to YOU - Pay per gigabyte of space used.

\$1000 one-time setup  
\$100/month  
\$1/GB used per month



### HAVE A QUESTION?

#### CONTACT ASTERISK INTELLIGENCE

ai@cuanswers.com

(800) 327-3478

cuanswers.com/asterisk-intelligence

SnapShot (SS) is a rolling copy of the core database *as of yesterday*.

**COMING in 2018**

## SNAPSHOT

### ATTENTION DATA SCIENTISTS

Imagine you could take a picture of your entire database to capture *every data point* at the same moment in time each day – What would you do with that picture?

Every credit union using the CU\*BASE® core will have the option to activate a SnapShot (SS) database environment. No management or customization required, it's an instant solution for database management.

### TOP 5 REASONS TO LOVE SNAPSHOT

#### 01. Literally Every Piece of Data

No corners are getting cut here. Every single table, row, and column that you find in the daily processing database WILL have 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. Validation & Changes

Comparing current day data to yesterday's data aids in member support research, verification of financials, and opens a new world of ways to get eyes on changes members or employees are initiating.

#### 4. 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 are now run from the SnapShot data (available ~20 hours)

#### 5. Smoooooth Operating

Testing of the transition to run vendor data transfers off SnapShot has been seamless and development continues to identify and prepare additional programs to utilize the SnapShot environment.

### ONE OF THE FAMILY

SnapShot is native to CU\*BASE® and will become a one of three **operational\*** databases:

- FILExx (core production for transaction processing)
- FILExxE (set of 6 end-of-month records)
- FILExxSS (rolling end-of-day snapshot of yesterday)

\*an operational database is one which supports the 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?

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6000 28<sup>TH</sup> Street SE Grand Rapids, MI 49546  
(800) 327-3478 x870 [ai@cuanswers.com](mailto:ai@cuanswers.com)

