



Data Liberation for Credit Unions

Helping Credit Unions #Liberate Data
to Enrich the Member Experience



Cinchy Dataware for Credit Unions

Imagine all the data from your core systems and applications together in one network, allowing you to easily manage, provide access to, and govern.

Now imagine how much better your member experiences could be with this in place. Sounds like a dream? Well, it's not. It's real and available to you today.

With Cinchy Dataware liberate data trapped in core systems and applications so you can enrich the member experience, save costs, and be more efficient.

With Cinchy, extend the life of existing core systems and avoid the pitfalls of “rip and replace” approaches to technology upgrades.


Credit Unions use cinchy to simplify



**CULytics Fintech
Solution of the
Year 2021**

"In an uncertain economic climate, credit unions can no longer tolerate the growing complexity of data integration. With this solution, we are working with Cinchy to liberate our data, reduce the cost of change, and become even more responsive to the needs of our members."

*Bob Morgan, Chief Information Officer
PrimeWay Federal Credit Union*



Improving the member experience is blocked by data silos and complexity

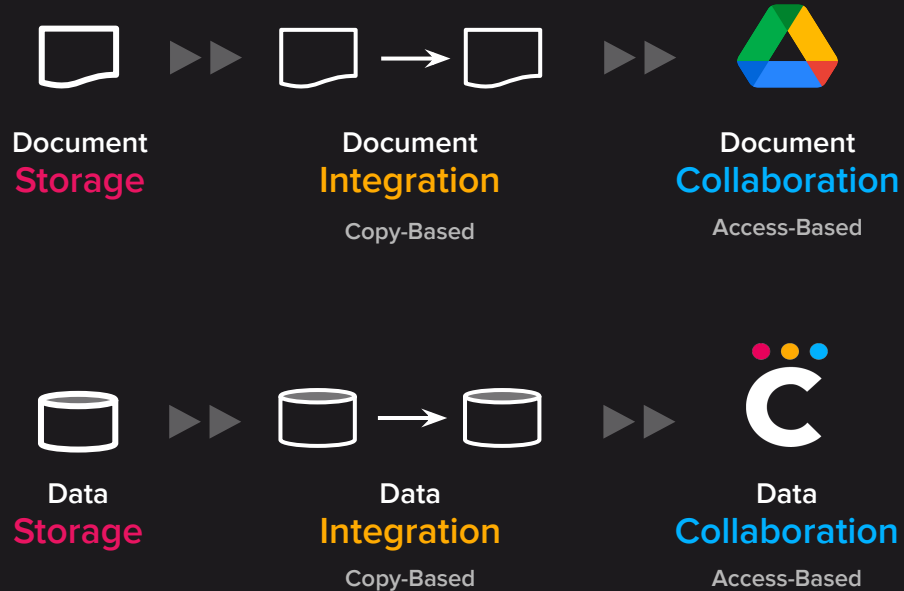
Business Objectives

- Maintain personalized member relationships in a digital world
- Leverage data intelligence to anticipate member needs
- Optimize internal processes to enhance member interactions

Current Reality

- Data trapped and siloed across core systems and spreadsheets
- Reliance on IT for data access
- Core systems are too expensive to expand/customize and developing outside the core creates more silos

Think “Google Drive ... for data”

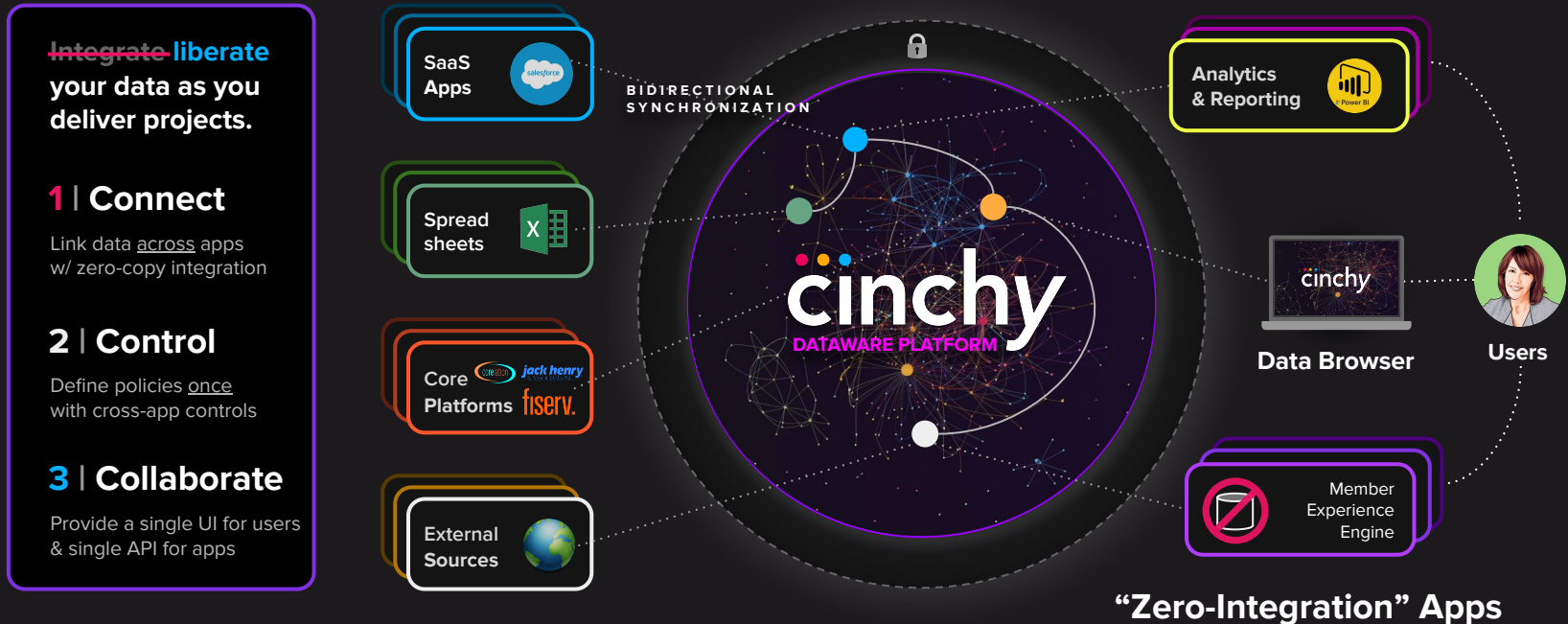


With file collaboration, people edit a document in real-time without sending files back and forth or creating copies, and with versioning control and access permissions in place.

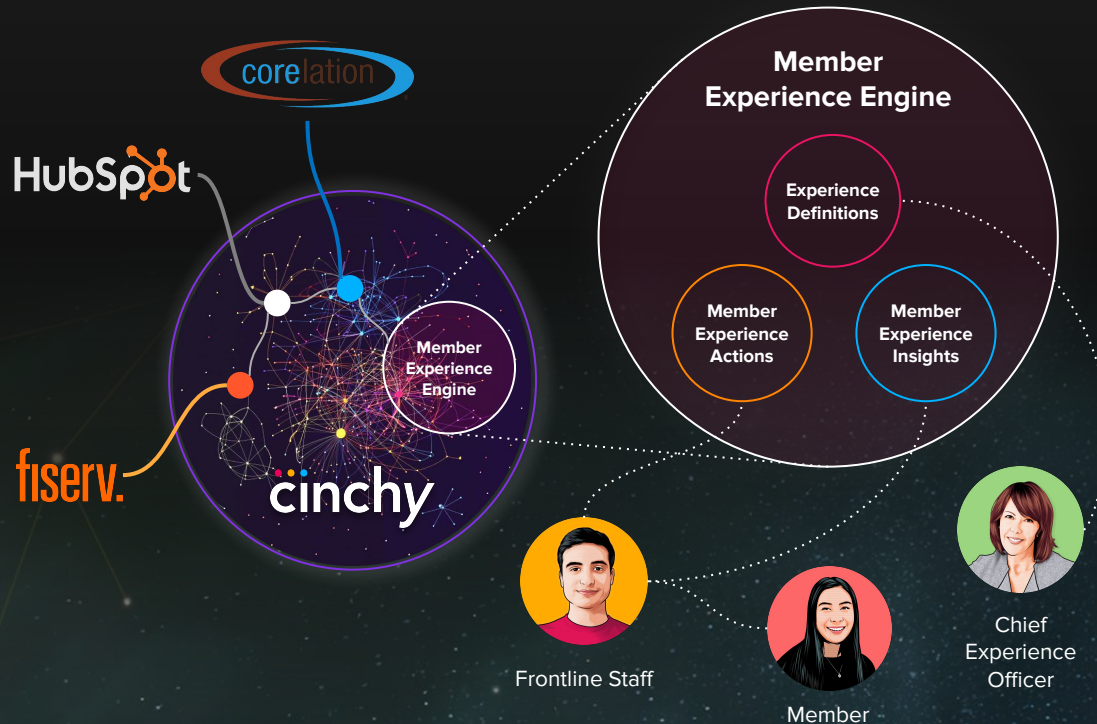
Dataware does for data what file collaboration does for files.

With dataware, people and systems edit data in real-time without creating copies, and with version control and data governance controls in place.

Start by changing how you deliver change



Dataware-Powered Member Experience



The Member Experience Engine continually monitors all member data, such as life events and transactions.

When a member comes up to a teller or sends an email for assistance, staff are notified of a product or service offering most relevant for the member.

The automated workflow ensures a personalized recommendation is made direct to the member.

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Use data to offer personalized products to enrich member loyalty and drive product and service growth

The screenshot displays a software interface for managing account records. The main window is titled "Manage Account Records" and shows a list of records for account 0000135793. The records include various details such as Name Prime, Lookup 07, Lookup 10, Lookup 11, Lookup 12, Lookup 35, Comment, Preference 00, Access, Transfer in from, Transfer out to, Wire Passphrase, Member Application Misc Info, Branch Shuffle Tracking, TS Notes, Share ID 0001, Average Balance Tracking, Reg E Opt-In Tracking, Branch Realign Tracking, ACH Debit Group, ACH Debit Group, SINGLE OPEN END PLAN APP, Payscale, Collection Work Card, and Note.

On the right side of the interface, there are two promotional banners. The top banner is for a "Member recently turned 18" and offers an "AUTO SEMINAR" with an "Apply Now" button and a "Try Later" link. The bottom banner is for a "New child account recently opened" and offers a "RESP OFFER" with an "Apply Now" button and a "Try Later" link.



Cinchy Dataware Platform Credit Union Edition

Data Liberators

Unlock data from core banking systems, apps, and spreadsheets and connect to a network of data that supports real-time collaboration

360 Member View

Give staff easy self-service access to a 360 view of all member data

Member Experience Engine

Easily configure insights and actions to empower staff and automate effective operational workflows



How can dataware benefits your CU?

COMPLEXITY



simple

MEMBER EXPERIENCE BENEFITS

- Implement enriched member experiences with simple config
- Go beyond a warehouse with workflows on de-silo'd data
- Empower your staff with the insights required to transform the member experience

PLATFORM BENEFITS

- Unlock and connect data from your core and other systems
- Automate data governance, access, and privacy controls
- Augment existing systems without having to rip & replace
- Enable business self-service



Why Credit Unions Choose Cinchy?

More than a Vendor Partner:

- Proven track record in successfully implementing solutions within Credit Unions
- We support enriching members lives and not for the profit
- We believe in building a strong partnership to give back to the Credit Union system
- There is strong value system in liberating your data trapped in vendor solutions

cinchy is the ~~integration~~ collaboration
platform, where data is ~~copied~~ linked
and controlled by ~~applications~~ people



~~keep~~ make it simple