

arkatechture

ST. MARY'S BANK CASE STUDY

St. Mary's Bank

&

arkalytics

CLIENT PROFILE

St. Mary's Bank was established as the first credit union in the nation in Manchester, New Hampshire, in 1908.

THE PROBLEM

The credit union decided to overhaul their data management strategy but needed expert help to shore up a skills gap in data warehousing, data quality, and data modeling subject areas to meet their goals on time.

THE SOLUTION

Implement Arkatechture's flagship platform, Arkalytics (Analytics Edge tier) as a managed data warehouse and business intelligence solution.

THE RESULTS

- Affordable data management
- Time savings
- Automation of routine reports
- Data-driven decision making



ST. MARY'S BANK LEVERAGES ARKALYTICS TO BETTER MANAGE THEIR DATA AND BETTER UNDERSTAND THEIR MEMBERS

St. Mary's Bank was established as the first credit union in the nation in Manchester, New Hampshire, in 1908. Well over a century later, the legacy of its founders lives on.

Member-owned and not-for-profit, St. Mary's Bank is an inviting and inclusive credit union that strives to create opportunities for individuals, businesses, and families in New England.

Today, over 70% of the employee base at St. Mary's Bank leverage data to support their decision making processes.

"From my experience, I see that the people at Arkatechture are very skilled in making sure that the standards they apply and the security regulations that they're using are very appropriate for credit unions. Consequently, I am happy to recommend Arkatechture and Arkalytics to other credit unions to help them manage their data and understand their members."

- **Melissa Pomeroy, Vice President and Director of Business Analytics**

THE PROBLEM

The credit union made the strategic decision to retire their old data system and move to a new, more effective system. "Our core conversion project gave us the perfect opportunity to get a fresh start," shares Melissa Pomeroy, Vice President and Director of Business Analytics. "We wanted to set new standards and clean up the data that existed in the old core system."

Because the quality of their data was a significant issue, St. Mary's Bank needed to find a partner that could help with the credit union's core conversion. That involved creating a data warehouse in a new environment and bringing in data from multiple systems.

To accomplish these objectives, St. Mary's Bank turned to Arkatechture and Arkalytics.

THE SOLUTION

Initially, the credit union brought in Arkatechture to clean up the credit union's data quality issues. "Since we were so satisfied with the speed at which they completed their task, we decided to use them not to just clean up our data, but to actually help us prepare and plan for our move to the cloud," says Melissa. That meant leveraging Arkatechture's flagship product, Arkalytics.

A cloud-based business intelligence solution, Arkalytics combines a fully managed data warehouse with a full suite of financial reports and executive dashboards designed specifically for credit unions. It serves as an advanced reporting and analytics platform that integrates disparate data sources into a single source of truth for business and operations analysis.

Built, supported, and maintained by Arkatechture, this solution enables credit unions to adopt affordable enterprise-grade decision support systems typically seen at larger banks and financial institutions. With

Arkalytics now in place, the credit union can focus more of their time on data-driven decisions and outcomes and less time managing their growing needs for data and information.

Through Arkalytics, St. Mary's Bank has access to a wide range of benefits and features that include:

- A fully managed and hosted data warehouse solution with the Arkalytics data model
- Daily extracts and ingestion of files from their Episys core, all loan origination and servicing systems, credit card processors, and other systems into the data warehouse
- Arkatechture's Data Quality Rules Engine that checks each file as it is loaded to identify any data quality defects
- Workbenches for Loans, Deposits, Members, Transactions, and other subject areas for ad-hoc analysis
- An Analytics Sandbox to create new reports, dashboards, and queries from scratch
- Descriptive, Prescriptive, and Predictive analytical models to forecast trends and identify changes in member behavior
- Higher availability, uptime, and speed of loading and refreshing reports and dashboards

With these tools, the credit union cleaned up their data quality issues and put operational efficiencies into action to eliminate unnecessary manual processes related to organizing data for analysis.

Today, the credit union leverages data science to apply descriptive, predictive, and prescriptive data analysis techniques. With Arkalytics and a growing data-driven culture emerging from within the credit union, St. Mary's Bank can truly harness the power of their data.

RESULT: AFFORDABLE DATA MANAGEMENT

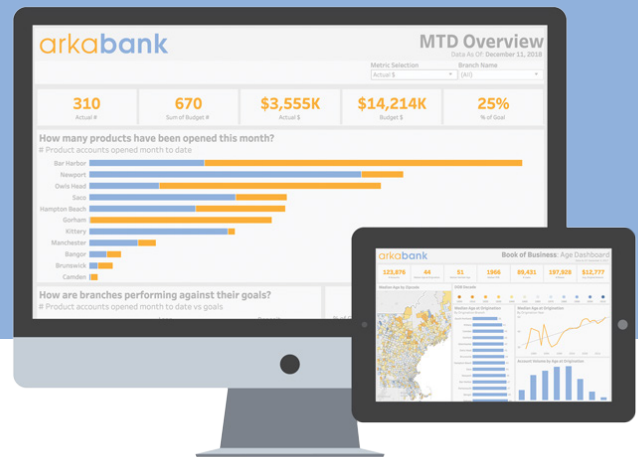
St. Mary's Bank saved money and personnel resources by moving to the cloud. "We had the option of either staying on-premise and managing dashboards, reports, and the whole processing on our own.

This would have required a significant expense, and we would have had to upgrade and expand our hardware and network. Or, we could migrate to the cloud and become part of Arkalytics," says Melissa. **"We chose Arkalytics and the cloud."**

Today, more than 70% of the employees at St. Mary's Bank utilize Arkalytics self-service business intelligence dashboards based on the number of named user licenses the credit union has invested in.

RESULT: TIME SAVINGS

The time savings benefit is two-fold. "Moving to a fully managed services environment and not having to deal with an on-premises infrastructure has saved us quite a bit of time," maintains Melissa. "Also, we love the speed and consistency at which the data flows. The general availability to our users has been much more consistent than before we used Arkalytics."



THE BOTTOM LINE

Managing data and the accompanying infrastructure in-house is expensive. Many credit unions do not have the skills and resources to do that on their own. "From my experience, I see that the people at Arkatechture are very skilled in making sure that the standards that they apply and the security regulations that they're using are very appropriate for credit unions."

"So, from a security standpoint, we have a high comfort level with that. Consequently, I am happy to recommend Arkatechture and Arkalytics to other credit unions to help them manage their data and understand their members."

