

arkatechture

CASE STUDY | ORNL FEDERAL CREDIT UNION



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arkalytics

CLIENT PROFILE

ORNL Federal Credit Union is located in Oak Ridge, Tennessee. The institution was established in 1948.

THE PROBLEM

ORNL FCU's strategic goals necessitated an expansion of their 3 person data team. Time was not a luxury they had to spare, so they began their search for a trusted partner to accelerate their data analytics journey.

THE SOLUTION

In search of a managed cloud-based data warehouse, ORNL FCU was referred by Amazon Web Services to Arkatechture's platform, Arkalytics.

TOOLS

- Symitar Episys, PSCU, CUDL, Roundpoint, Silverlake, Openclose
- AWS, Snowflake, Tableau



ORNL FEDERAL CREDIT UNION

ORNL FCU knows that when they dream big today, they'll thrive even more tomorrow. They're committed to helping members realize a healthy relationship with their money. Their primary goal – to deliver value to everyone they serve including their members, employees, and community.

PROJECT RESULTS

- 50% reduction in implementation time
- 100+ hours of BI analyst time saved annually with automation of routine reports
- Robust data governance framework to build trusted data source

“I wanted a managed warehouse solution with a vendor who had the expertise on how to set up and maintain the environment. In addition to setting up the ecosystem for us, they also conducted training on SQL and Tableau with my department.”

-Becky Curry, SVP of Data Intelligence

THE STRATEGY

In their search for a data management solution, ORNL FCU's goals were to:

- Design, build, and implement a data warehouse
- Integrate their core and ancillary data sources
- Create a process for iterative data quality improvement
- Develop and utilize dashboards to build targeted marketing campaign lists
- Acquire the tools necessary to perform ad hoc analysis & automate routine reports

Becky Curry, SVP of Data Intelligence at ORNL FCU, began reading articles, watching webinar recordings, and reaching out to her network of credit unions to weigh their options. She uncovered stories of organizations hiring 4-6 full time employees to build a custom solution in-house. Those projects were 2-3 years into development without the results they expected. Becky quickly realized that extended timeframe wasn't a luxury they could afford or risk.

ORNL FCU's CTO preferred an off premise solution, one where they did not have to buy and maintain physical servers for the new analytical database. Additionally, ORNL FCU was planning for the long term, so their solution needed to be scalable and elastic to evolve with their growing volume of data. The credit union recently began leveraging Amazon Web Services (AWS) for workspaces, so Becky contacted their account manager to see if they had any partners that specialized in data management and analytics.

AWS recommended that ORNL FCU reach out to Arkatechture, a trusted AWS partner that works with credit unions to solve similar challenges. As they developed a Request for Proposal (RFP) for their ideal solution, they invited Arkatechture to submit a response for their Arkalytics platform that combines AWS, Snowflake, and Tableau into an end-to-end data analytics ecosystem for credit unions and other financial institutions.

THE EXECUTION

Coming from finance, Becky's expertise was on the business side, so they wanted to ensure their partner had the technical chops to set up and maintain the environment.

As they learned more about Arkatechture's ability to follow through on their objectives, they also learned that the company had experience with their source systems and file structures. Contracts were quickly drafted up and signed in order to get the implementation process started.

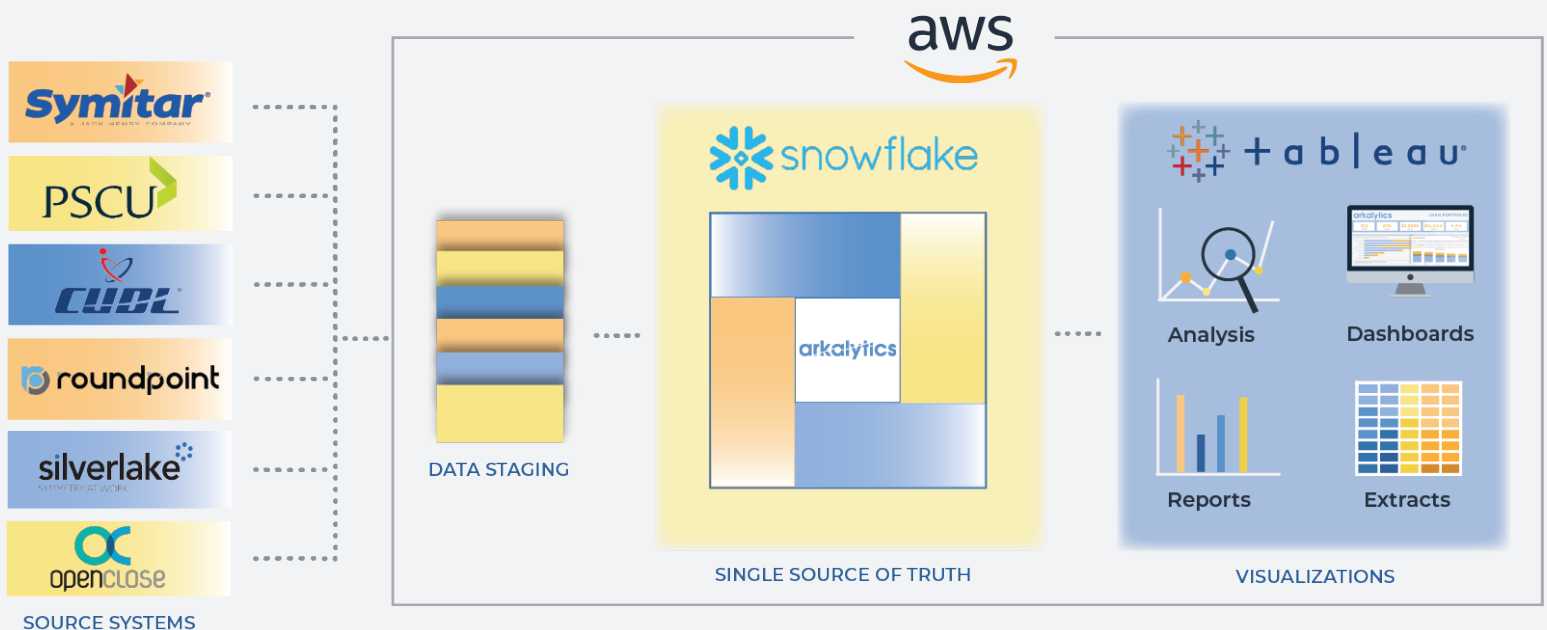
"We are extremely happy that we chose Arkatechture as our data analytics partner, it has been a perfect fit for us."

-Becky Curry

In addition to setting up the ecosystem, Arkatechture conducted training sessions for Structured Query Language (SQL) and Tableau's data visualization software to promote adoption amongst their users. In the diagram below, you'll see how ORNL FCU's data flows from their source systems into the Arkalytics data warehouse.

While Arkatechture worked on the backend setup, ORNL FCU was able to work on validation and data governance to build trust in the new system for data-driven decision making.

Throughout the implementation, there were very few circumstances that required action from the internal IT department resources at ORNL FCU - a dramatic improvement from the on-premise solution they had previously.



THE RESULT

Completing the implementation in just 7 months, the two teams celebrated their achievements of the initial expectation of a 1 - 1.5 year process, a 50% reduction in time to insights. This has enabled their IT department to be hands-off and focus on other priorities vital to the success of the organization.

ORNL FCU worked with Arkatechure to define and implement business logic in the form of 'data quality rules' that perform daily programmatic checks to ensure the integrity of their data.

Today, employees at the credit union use Arkalytics to identify defects in their data and make corrections in the source systems to improve data in both the transactional and analytical databases used by the organization. Arkalytics identifies the corrections when the data is refreshed the following day allowing the team to measure and celebrate their accomplishments.

Business and data analysts use the analytics sandbox feature to develop custom dashboards and even automate routine reports that used to consume 80+ hours for one annual report alone.

ORNL FCU is conducting analysis against their ACH deposits to identify trends and anomalies. In the future, they plan to integrate their online banking data into the platform to enable more advanced analysis.

With a trusted single source of truth for data analysis and a reliable partner in Arkatechure, ORNL FCU is making confident decisions to achieve their goals and better serve their members.

BENEFITS & FEATURES:

- ✓ A fully-managed and hosted data warehouse
- ✓ Arkatechure's Data Quality Rules Engine that checks each file as it is loaded to identify any data quality defects
- ✓ Workbenches for Loans, Deposits, Members, and more
- ✓ 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