

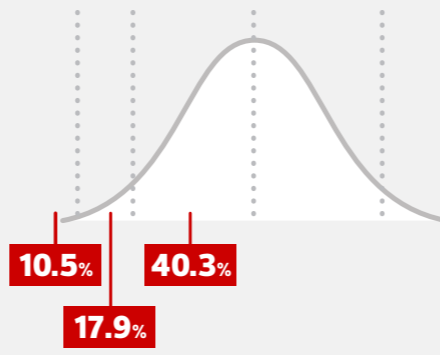
TOP TECH TRENDS

FOR CREDIT UNIONS IN 2015



INNOVATION AND CONTINUED I.T. INVESTMENT ARE CRITICAL FOR GROWTH

97% of financial services CEOs see **innovation** as a **key priority for growth**.¹



10.5% of credit unions identified themselves as technology innovators, **17.9%** reported being early adopters and **40.3%** say they are fast followers.²



30% of respondents said their 2014 IT/e-commerce budget had **increased** by more than **10%** compared to 2013.²



BETTER RISK MANAGEMENT AND CYBERSECURITY START WITH I.T. INVESTMENTS

63% of credit union executives surveyed cited **regulatory risk** as a **top concern**.³



Fewer than **1 in 5** credit unions believe their organizations have a comprehensive **risk management program** in place.³

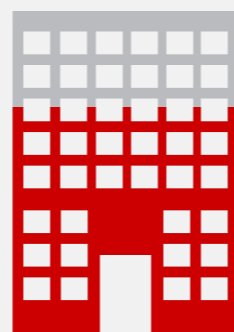


21% of executives surveyed rank **risk data aggregation** as a top IT investment **priority**.⁴



REGULATORY COMPLIANCE THREATENS TO HINDER PROFITABILITY

30.9% of executives are planning to **invest in new technologies** to be better prepared for **regulatory compliance initiatives**.¹



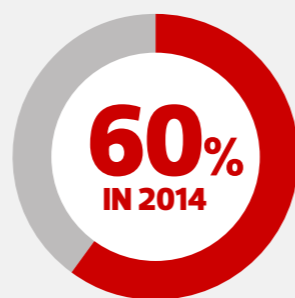
72% of credit unions reported ongoing regulatory compliance challenges.³

Three-quarters of respondents said the Consumer Financial Protection Bureau's Truth in Lending Act/Real Estate Settlement Protection Act remains a **significant challenge**.³

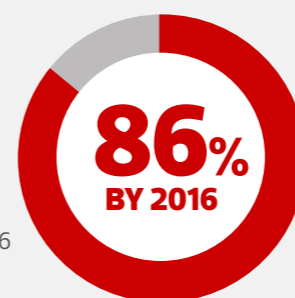


TECH BUDGETS GO MOBILE

150 MILLION U.S. adults will be using **mobile banking** by 2018.⁵



Nearly **60%** of all credit union respondents offer **mobile banking**, while another **26%** plan to do so in the next two years.⁶



Online and mobile platforms ranked as the **leading focus** of technology investments, with **59%** of respondents **choosing investments** as an influential aspect guiding their decisions.⁷



WHAT THE MEMBERSHIP WANTS, THE MEMBERSHIP GETS

Regardless of asset size, large and small credit unions alike must begin developing a **cohesive vision for member experience**.⁸



33% of executives say **upgrading and simplifying core technology platforms** is the single **most important** IT investment to improve the **customer experience**.⁴

48% of members said **online and mobile banking** stand out as the **most influential aspect** driving **member satisfaction**.⁹

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Sources:

1. Wolters Kluwer, Financial Services Regulatory & Risk Management Indicator, October 15, 2014 / 2. Callahan & Associates, 2014 Callahan & Associates Technology Priorities Survey / 3. PwC, Retail Banking 2020: Evolution or Revolution? / 4. KPMG, 2014 Banking Industry Outlook Survey, October 2014 / 5. Javelin Strategy and Research / 6. CUNA, 2014 Technology Spending Survey / 7. BAI, Retail Banking Outlook 2014 / 8. CUNATechnologyCouncil.org, "Omnichannel: Buzzword or Strategy?" June 2, 2014 / 9. CFI Group, "Credit Union Satisfaction Index 2014 Infographic"