LEVERAGE THE WEALTH OF DATA INTELLIGENCE

BUSINESS INTELLIGENCE and ANALYTICS and CDW FINANCIAL SERVICES
Over 40% of financial services institutions' analytics investments will look to drive improved customer experience.¹

¹ enterpriseinovation.net, “FSI Customer Analytics: Realities, Challenges and Lessons Learned,” July 17, 2015
Member expectations are drastically changing. Pinpointing and delivering seamlessly on individual member needs is a requirement. Volumes of data must be analyzed and secured. Increasing regulations and escalating marketplace complexity expose financial institutions to greater competition and risks, while profitability is ever more challenging.

What can credit unions do to master data, members and risk challenges in real time? How do they ensure their IT infrastructure can meet the demands?

63% of credit union CEOs said using technology for better member service and/or competitive differentiation is a priority for 2015.2

Credit union CEOs also said their priorities for 2015 include:2

57% to use technology for better efficiencies
30% to use technology to better address fraud and risk

2 aboundresources.com, Insights Survey Report of Credit Union Executives, March 2015
Drive Better Business Outcomes.

Mining for hidden opportunity and predicting member behavior with massive volumes of data while staying on top of risk and compliance can be daunting. CDW’s Financial Services account managers and business intelligence (BI) and analytics architects can help ensure you can extract the greatest potential from your IT operations and your data. From management and governance to predictive analytics and compliance reporting, CDW can help you:

**TAKE COMMAND OF DATA MANAGEMENT AND GOVERNANCE**
- Create trustworthy, integrated, consistent data that eliminates redundancy
- Break down information silos and create a data reservoir shared across the enterprise
- Quickly warehouse, integrate and process very large sets of data
- Gain real-time access to accurate data combined with the right analytics to make effective decisions

**FINE-TUNE PREDICTIVE ANALYTICS TO BOOST BUSINESS OUTCOMES**
- Identify member preferences/behavior patterns to enhance experience and lead to greater retention
- Better align sales with strategy to increase revenue
- Analyze complex operational relationships so they can be simplified
- Discover patterns and anticipate problems before they occur
- Improve the management of multichannel environments

**IMPROVE RISK AND COMPLIANCE MANAGEMENT**
- Uncover potential financial, operational, IT and governance-related risk to avoid penalties
- Easily extract, sort, summarize and present complex data for reporting purposes
- Increase productivity and reduce total cost of operating (TCO)
- Reduce fraud and cyberthreats by monitoring and predicting unusual behavior
CDW supports 99% of the top U.S. credit unions — including national, regional and community credit union members — with the industry’s broadest and deepest technology solutions and services. Your dedicated CDW Financial Services account team can help you integrate and keep current with the latest cybersecurity technology to better manage risk and meet regulatory compliance requirements, while keeping your members and data protected.

**THE CDW APPROACH**

43% of financial institutions strongly agree that decision-makers need data in real time.³

DOES YOUR INFRASTRUCTURE “STACK UP”? 
An effective BI solution requires the right elements to meet the unique needs of your credit union. They include:

**Software**
An essential key to a successful BI solution is the software platform that facilitates gathering, analyzing and reporting on the data.

**Hardware**
Hardware components such as servers and storage provide the engines for disseminating information to clients.

**Appliances**
Appliances are a preloaded, all-in-one solution to package hardware and software components together.

**Services**
Make sure your BI solution’s holistic components – hardware and software – meet your reporting requirements with implementation and configuration services.

Read “Go Big with BI” to learn how financial services firms are tapping the power of BI tools to boost the bottom line. Download the white paper at CDW.com/wpbusinessintelligence.
SECURITY and THE CLOUD

Credit unions require massive volumes of complex data to discover new insights for optimal business performance, to gain a competitive edge and to meet compliance demands. The cloud provides an affordable option to manage terabytes of data, email, and unified communications and collaboration tools. As the volume and velocity of cyberattacks increase, securing data and applications in the cloud requires the right policies and tools to keep it safe.

84.4% of credit unions surveyed by NAFCU have been impacted by a local data breach in the past two years.4

85% of credit unions outsource some or all of their IT to a vendor partner5

40% outsource occasionally5

28% outsource moderately5

Download our white paper, “Protecting Financial Services Cloud Data and Applications,” to learn how to secure your data and applications in the cloud. CDW.com/financecloudwp

4 cutimes.com, Most Credit Unions Hit by Breaches: Survey, October 15, 2014
5 creditunionmagazine.com, CUNA Strategic Services Technology Survey, “Survey Outlines CUs’ Technology Challenges,” May 2014
We’ve Got Your Strategy for Business Intelligence.

CDW Financial Services can help you assess your business intelligence and analytics requirements and connect you to a provider that can meet your unique needs. We can also help your financial institution with a broad range of services such as:

- **Assessment/planning/design.** Upfront consulting and collaboration to plan your data analytics strategy.
- **Configuration.** Pre-assembly of hardware and software components to ensure your solution is ready to deploy upon arrival.
- **Installation/deployment.** Engineering and implementation support to help get your solution up and running.
- **Product lifecycle support.** Staffing and training, break/fix maintenance agreements, extended warranties and more to protect your IT investment.
- **Hosting and managed services.** Efficient and economical, CDW helps manage your operations with a full range of services, whether your technology is located at your premises (remote) or in our Enterprise Hosting Center.
- **Cloud (aggregated services).** CDW’s cloud services provide a secure, cost-effective option for managing vast volumes of data for BI and analytics purposes.
What advice would you give financial services institutions regarding their infrastructure for BI/analytics?

Some organizations think they are too small or can’t afford analytics solutions. However, more affordable offerings targeted to smaller organizations are now available. Several solutions can be deployed on a desktop PC. And although “Big Data” is all the buzz, you don’t need “big” sources of data to get started. Identify a business challenge, and put the data you do have available to work to improve results. That success can provide you the capital you need for larger initiatives.

For organizations that are more mature with their analytics endeavors but may have passed on high-performance analytics warehouses in the past because of price, now is a good time to take another look. Prices have come down on these powerful solutions.

What tips would you offer a financial institution seeking a BI/analytics solution?

1. **Identify business challenges you can leverage analytics to address,** no matter what size your organization is. Reach out to a partner to understand the art of the possible.

2. **Understand your existing data resources,** and map out the steps needed to bring a new understanding of that data to the organization in a meaningful way. Start small and build on your successes.

3. **If you’re a mature analytics company,** look at how you can **tap into new data insight from unstructured data sources** as well as structured data, and take the time to reevaluate high-performance data environments.

Phil Salm

FIELD SOLUTION ARCHITECT, CDW
CDW Financial Services can help your credit union lock down data integration and management rapidly and securely, while creating insights that drive smart decisions, enhance the member experience, address risk and compliance, and improve operating efficiency — all while meeting regulatory requirements and without straining your IT resources or budget. Our industry-leading technology partnerships with HP, SAP, IBM and others allow us to bring you the brands you know and trust.
**Exceptional Performance in a Compact Server**

Cisco UCS C220 M4 Series Server

CDW 3570126

$4845.99

- Processor: Intel® Xeon® 10-core E5–2650v3 (2.3GHz)
- Memory: 16GB std.; 384GB max.
- Hard drive: None ship std.

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**Extra-Versatile and Reliable**

Lenovo™ ThinkServer RD550

CDW 3591037

$2407.99

- Processor: Intel® Xeon® E52630v3 (2.4GHz)
- Memory: 8GB std.; 384GB max.
- Hard drive: None ship std.

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