# arkatechture

## HawaiiUSA Federal Credit Union Partners with Arkatechture to Yield Better Data for Better Member Services

*HawaiiUSA can now better respond to member needs with more tailored products and services.*

***Portland, ME (March 9, 2022):*** [Arkatechture](#), a technology company dedicated to empowering organizations with a better understanding of their business through data, has partnered with HawaiiUSA Federal Credit Union to leverage Arkatechture's data analytics platform: [Arkalytics](#). This platform provides a fully managed, cloud-hosted data lakehouse plus its suite of financial reports and executive dashboards for advanced analysis and reporting. HawaiiUSA looks to harness its member data, which will provide a unique opportunity to have a deep understanding about the credit union's membership to enrich its relationships with them.

"If information is the new oil, then we needed to find a way to generate optimal value from all the data that we collect," states HawaiiUSA's Director of Knowledge Management Darrell Kikuchi. "Gaining comprehensive insights on our member trends, behavior, and influences will be vital for improved financial performance, reduced risk, and increased member loyalty."

Using Arkatechture's Arkalytics (since December 2021), coupled with a strong community mission and deep member connection, HawaiiUSA now has the power to better understand and respond to member needs by offering more tailored products and services.

According to Kikuchi, the credit union had reached a maturity point where information was being sought to make smart decisions in areas such as lending, credit risk, and marketing. HawaiiUSA's exploration of AI (artificial intelligence) and RPA (robotic process automation) also uncovered a new set of needs for information.

"We hope that the partnership between our two organizations can not only yield better data leading to better services for HawaiiUSA members but also for our two organizations to learn and grow together as the technology and member preferences rapidly change," says Kikuchi. "Financial institutions are

evolving into technology companies, and Arkatechture is a flexible partner that will adapt, grow, and evolve with our needs and our rapidly progressing technical environment."

"We are very excited to work with HawaiiUSA to onboard them on the Arkalytics platform and provide key business insights that will help drive solutions for their strategic problems," says Gaurav Chadha, Senior Project Manager, Arkatechture - Implementation Manager for Hawaii USA.

"While we may have just met the great people over at HawaiiUSA last year, we've become a tight knit team that feels as though we've worked together for years," states Jamie Jackson, Founder & CEO Arkatechture. "They struck a chord with us when they informed us through the sales process that they weren't just seeking a data stack, strategy and solution. More importantly they were seeking a partner. We are proud that they chose us as that partner and excited to help them truly become a data driven organization.  When time and travel align, we are also excited to get them out here for a Maine summer experience and then also make sure to visit them next winter!"

**About Arkatechture**
Arkatechture, named one of the Best Places to Work in Maine, is a technology company dedicated to empowering organizations with a better understanding of their business through data. Arkatechture's data consulting services consist of: business intelligence, data management, staff augmentation, training, managed services, and custom development.

Arkalytics is an end-to-end business intelligence solution that combines a fully managed cloud-hosted Data Lakehouse with a suite of financial reports and executive dashboards for analysis.
It serves as an advanced analytics and reporting platform that integrates all of your organization's disparate information systems through an automated lean data pipeline.

For more information, visit www.arkatechture.com or contact them directly here.

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HawaiiUSA's Director of Knowledge Management Darrell Kikuchi

Gaurav Chadha, Senior Project Manager, Arkatechture - Implementation Manager for Hawaii USA



Jamie Jackson, Founder & CEO Arkatechture