Analytics Perspectives: Core Conversions

How to Party With Your Data CORE-ectly

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Welcome!

We will be starting the webinar shortly.

A recording of this event and the complete slide deck will be sent to you after the webinar ends.

Agenda

- Introduction & Community Updates
- **PARTY ON**
  Advice and best practices for the run-up to your core conversion.
- **THE MORNING AFTER**
  Just when you think the party is over, the REAL party begins. Observations, lessons-learned and sage advice from the first year after core conversion.
- **ITS BETTER WITH FRIENDS**
  How third-party consultants can super-charge your conversion process – and the analytics you'll be using after you've pressed the "On" button.
- **Live Q&A**

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Introduction & Community Updates

Charlotte Taft | Director of Business Intelligence

Callahan & Associates | Washington, DC | ctaft@callahan.com

CALLAHAN & ASSOCIATES
the credit union company

Resources & Upcoming Events

- Community Discussion on Core Processor Decision-making
- New Tableau Features in 2019.2: https://www.tableau.com/products/new-features
- The elephant in the room? Salesforce acquires Tableau
- Community question: Are you using set or parameter actions? Tell us more!
- Great webinar series: Think Data Thursday
- Download: CUTUG Tableau & Analytics Resource Guide

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PARTY ON!

Advice and best practices for the run-up to your core conversion

Kelly Gage| Senior Business Intelligence Analyst

Red Canoe Credit Union| Longview, WA| kgage@redcanoecu.com

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Party On!

Advice and best practices for the run-up to your core conversion

KELLY GAGE
Sr. Business Intelligence Analyst
kgage@redcanoecu.com
https://www.redcanoecu.com/

About Red Canoe

- Community Credit Union headquartered in Longview, WA
- Established in 1937 as Weyerhaeuser Credit Union.
  - 1997 opened charter to community
  - 2006 rebranded as Red Canoe.
- Assets of $808.7M with nearly 60k members living in literally every state.
- 10 branches spread across Washington/Oregon and 240 staff members

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Pre-funk with your data

- Pre-Conversion:
  - Vendor Selection- identify vendors who fit your culture and get staff (SME) input.
  - Data Cleanup
    - Essential to smooth conversion; help identify opportunities for efficiencies
  - Communicate with staff openly and often from the top level down
  - EVERY STAFF MEMBER has a stake in the project

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Who’s on the invite list?

- Follow Project Management principles
  - Key players- Sponsor, Project Manager, Core team for decisions, SME team for knowledge, and subcommittees to execute.
- SME team should include representation from EVERY area
- Core team should include a BI/Data team member
  - Decisions and conversations about systems/processes that impact data and analytics needs will happen at this level.
  - Be a resource and stay informed.

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Party On!

Our consultant and vendor both said this was THE SMOOTHEST conversion they'd ever had (out of hundreds)- so what did we do right?

- Core team selection- well-defined, balanced, nimble group of managers
- Clear, frequent communication between teams and to all staff
- Data Cleanup!!!
- Change vs. 'different-sameness'
  - Don't force bad/outdated processes into a new system
  - Encourage staff to share any and all ideas on efficiency and better member experience.
  - Leverage the vendor's Best Practice model as much as possible; they know their system

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Party On!

Spotlight on Business Intelligence

- Keep a pulse on decisions regarding data, systems, & configuration
- Get existing vendors (like Data Warehouse) involved EARLY
  - Have detailed SOW outlining all expectations
- Have a complete understanding of BI deliverables-
  - Current- What will be converted, eliminated, or transferred to BI?
  - New- What will need implemented prior to conversion vs. post conversion?
- COMMUNICATE EXPECTATIONS

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THE MORNING AFTER

Just when you think the party is over, the REAL party begins.

Observations, lessons learned, and sage advice from the first year after core conversion.

Carrie Jenkins | Director of Business Analytics

Centra Credit Union | Columbus, IN| cjenkins@centra.org

CENTRA CREDIT UNION

How to Party with your Data CORectly

The Morning After

Now the real party begins…

Carrie Jenkins, Director of Business Analytics
Centra Credit Union

Centered around you.

CENTRA CREDIT UNION

CENTRA TODAY

Members: 155,000

Assets: more than $1.5 billion

Employees: more than 380

Headquarters: Columbus, IN

Locations: 24 locations serving communities in Indiana, New York, and North Carolina

Centered around you.

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Conversion is over…now what?

You know you said it and you heard other people say it.

"I can't wait for May 8th! Conversion will be over."

Sure, it will be good to have this milestone behind you. Don't be fooled into thinking that the work you've done up to conversion day will be the end of your journey. It is really just the beginning.

"I can't wait to get back to normal."

From conversion day forward, you will be searching for your *new* normal.

Conversion Day 1

Conversion Day 2 through 200

Prepare for the Unexpected

No matter how diligently you prepared, coworkers *will* come to you days, weeks and even months later requesting assistance.

"You wanted an inventory of ***ALL*** of our reports??"

"I didn't know this report came from the core…"

"We only do this highly visible, extremely critical and time-sensitive report once a year, so I thought I would wait to ask you for it…and I need it now."

Form a strike team or designate department experts on your data/reporting team to handle these requests.

Have a Plan for Clean Up

Large and Small - Now and Later

If you do not have a Data Governance policy or group, this is the perfect time to start.

Develop new sets of discrepancy reporting and do not always rely on the system to catch even the most simple errors upon data entry.

Encourage everyone to watch for “oddities” in their screens and reports. Reward those who bring you issues to investigate.

Beyond Clean Up – We converted what??

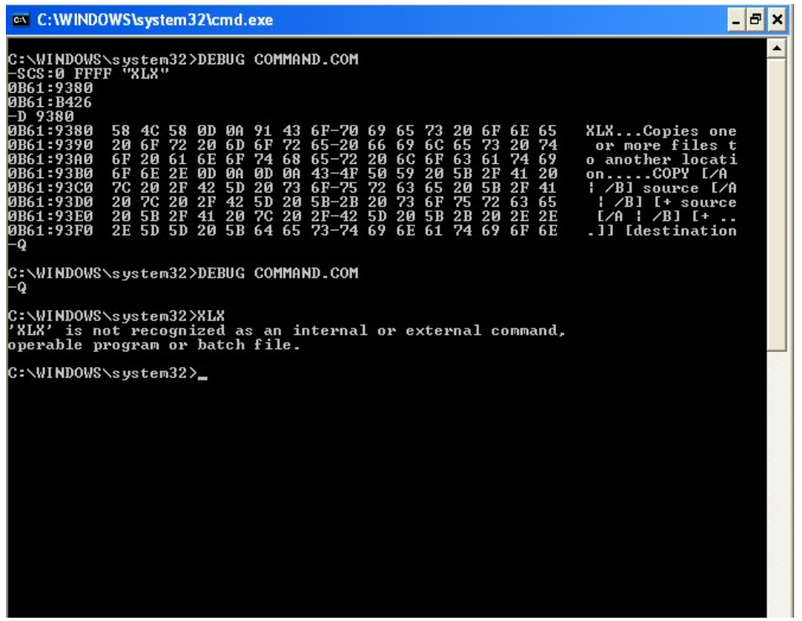
Let's face reality. You had your old core system for 25 years and even with updates, it had

A LOT of text fields.

Chances are, you converted that data right into another text field.

And chances are, your new core system has a nice, tidy place for that information.

Form a plan to move the information in those text fields to its real home – even if you don't need the data yet!



Shopping for New Vendors

“All we need is your XYZ extract”

Yes, that ancillary system vendor will tell you that they can use a standard extract from your new core. You won’t have to lift a finger!!

Not so fast, partner! Your institution has probably customized bits and pieces of your data - resulting in an “XYZ file” that is different or missing data.

It’s not the end of the world! You may be able to modify the file or create a new file from the original that functions the way the vendor expects.

When you have a free moment…yeah, right!

Never stop learning! Never stop optimizing!
And for the love of Pete, never give up!

Create a schedule to review queries, extracts and reports, especially those you create just before or just after conversion. Months after conversion, you will know a ***better*** way to get to the same result. Get rid of anything that is not being used. Keep your query/reporting tools fit and trim!

Spend time with end users to see how they use the information you provide. The new core may require that they perform tasks in a different way and they need their data delivered in a different way. Spending time with end users will also allow you to see how information gets into your core system. You might be surprised.

Keep track of any requests that you cannot complete. Challenge your team to revisit these at a later date.

DNA Questions?

My team might have an answer.

We converted from Data Safe to DNA on May 7, 2018.

My team of three including myself has written over 3,000 queries and created 400 self-service and automated reports and extracts since conversion.

Send me a message at cjenkins@centra.org and I will find someone to help!

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IT'S BETTER WITH FRIENDS

How third-party consultants can super-charge your conversion process and the analytics you'll be using after you've pressed the "ON" button.

Katie Eagan| Director of Operations

Arkatechture| keagan@arkatechture.com

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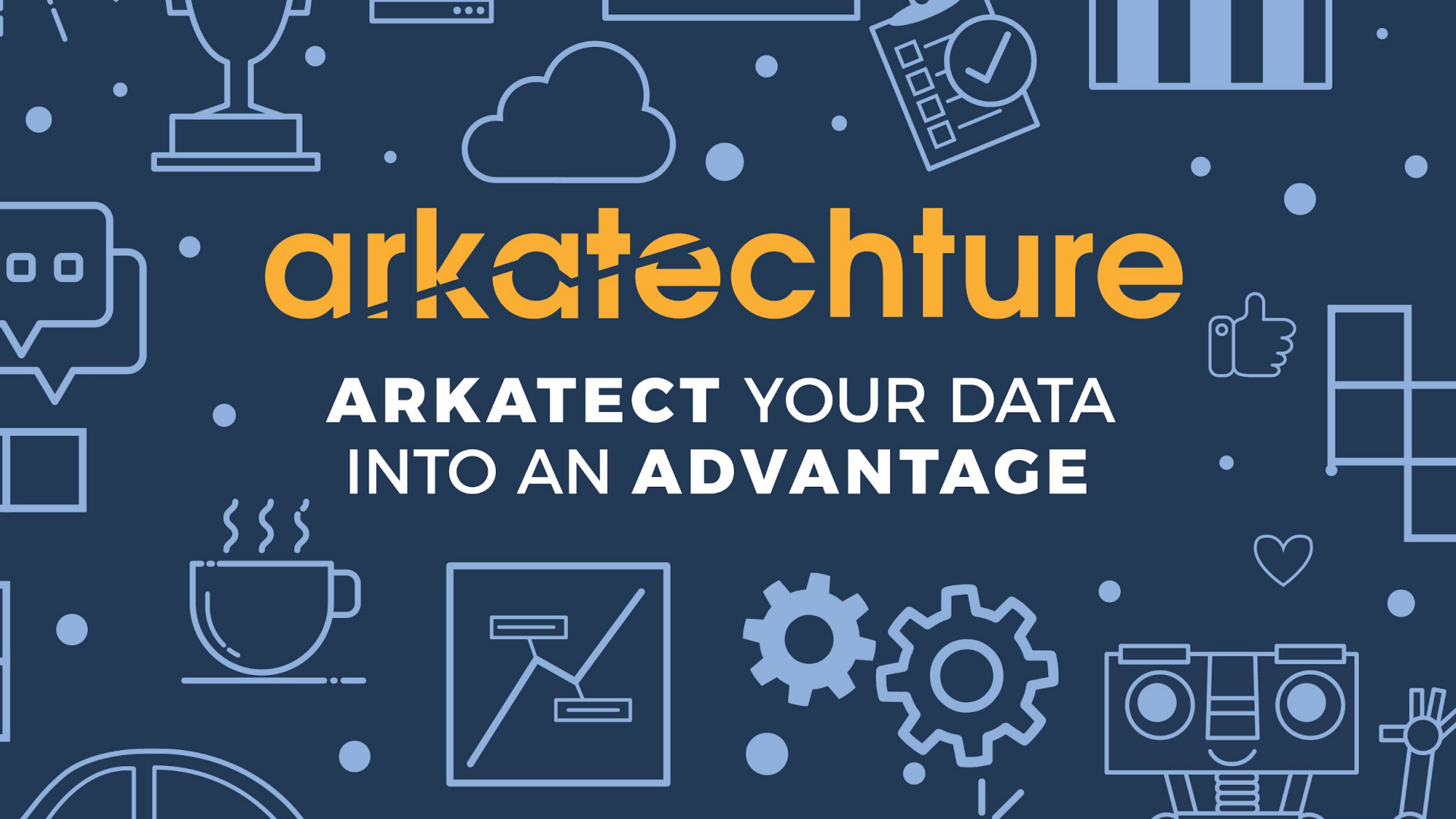
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TECHNOLOGY

COMPANY

dedicated to

EMPOWERING

OUR CLIENTS

with a better

understanding

OF THEIR BUSINESS

THROUGH DATA

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Supercharge Your Conversion

How can third-party consultants *super-charge* your conversion process?

What are the *analytics* you'll be using after you've pressed the **on button**?

THE BUSINESS PROBLEMS

Do these sound familiar?

Conversion Assistance	Do you have the infrastructure in place needed for a smooth conversion? Will you be able to convert with no interruptions to BI and reporting?
Data Lake	Is all of your data stored securely and in one, easily accessible place?
Data Quality Rules Engine	Do you trust your data? If not, how can you expect to get accurate results from reporting and analytics?
BI / Reporting	Are you able to provide self-service access to data to all employees across the business? Are you able to refresh reporting automatically on a monthly, weekly, daily cadence?

Why Roll Out a Business Intelligence Platform During a Conversion?

- **CLEAN UP YOUR DATA & MIGRATE ONLY WHAT YOU NEED**
  - Leave your dirty data behind - roll out data quality rules to only bring clean & accurate data into your new source system
- **SEAMLESS REPORTING**
  - Jump start your BI roll out by introducing and training users in Tableau reporting ahead of your conversion
  - Once conversion is complete, simply switch the backend data sources and the end users won't see any difference in the reporting that they've been using for weeks!
- **CONTINUOUS HISTORICAL VIEWS**
  - Don't wait - load your historical data into a data warehouse so that you can start reporting historically from day one
  - Historic views will flow seamlessly together in all reporting, instead of users pulling data together from multiple platforms for WoW, MoM, YoY, and point in time analysis

Data Quality Dashboard

Why you need it:

- Quickly identify and act on data defects
- Monitor defect clean up and creation across business areas

Results:

- “*Cleanest data I’ve ever seen during a conversion*” - Jack Henry Symitar Representative
- One CU was able to resolve over 500,000 data defects

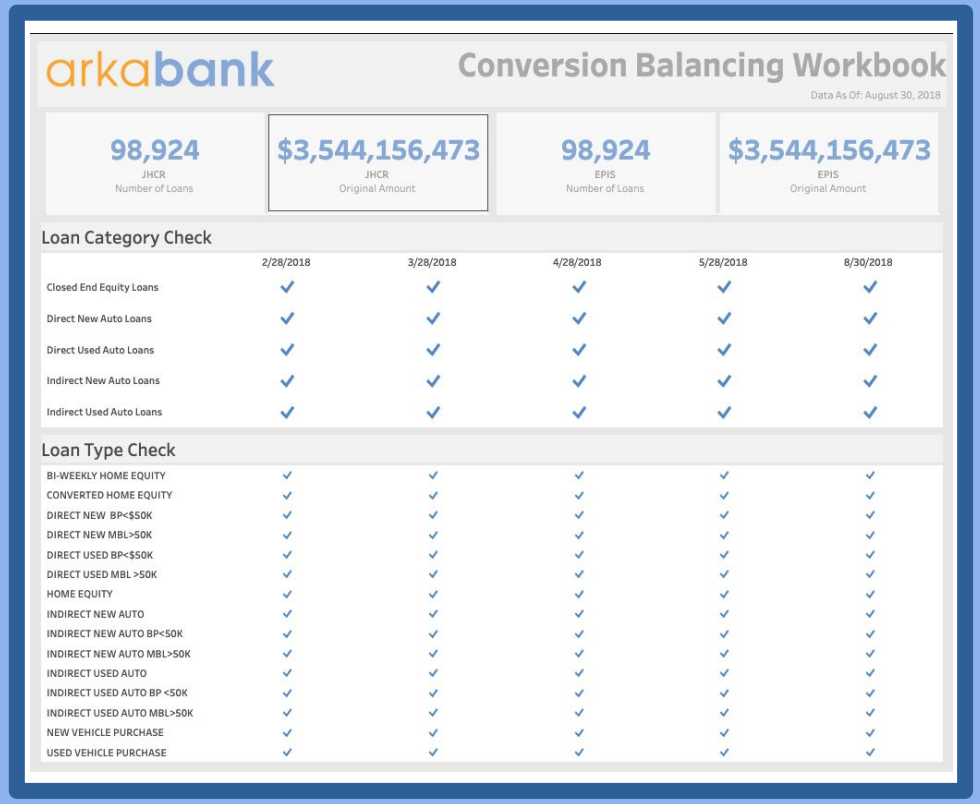
Conversion Balancing Workbook

Why you need it:

- Compare both cores in parallel before converting
- Identify & correct potential errors well in advance

Results:

- Less surprises post-conversion on mismatching balances
- Feel confident in your data moving forward
- New BI capabilities in place



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Conversion Balancing Workbook

Data As Of: August 30, 2018

98,924	$3,544,156,473	98,924	$3,544,156,473
JHCR Number of Loans	JHCR Original Amount	EPIS Number of Loans	EPIS Original Amount

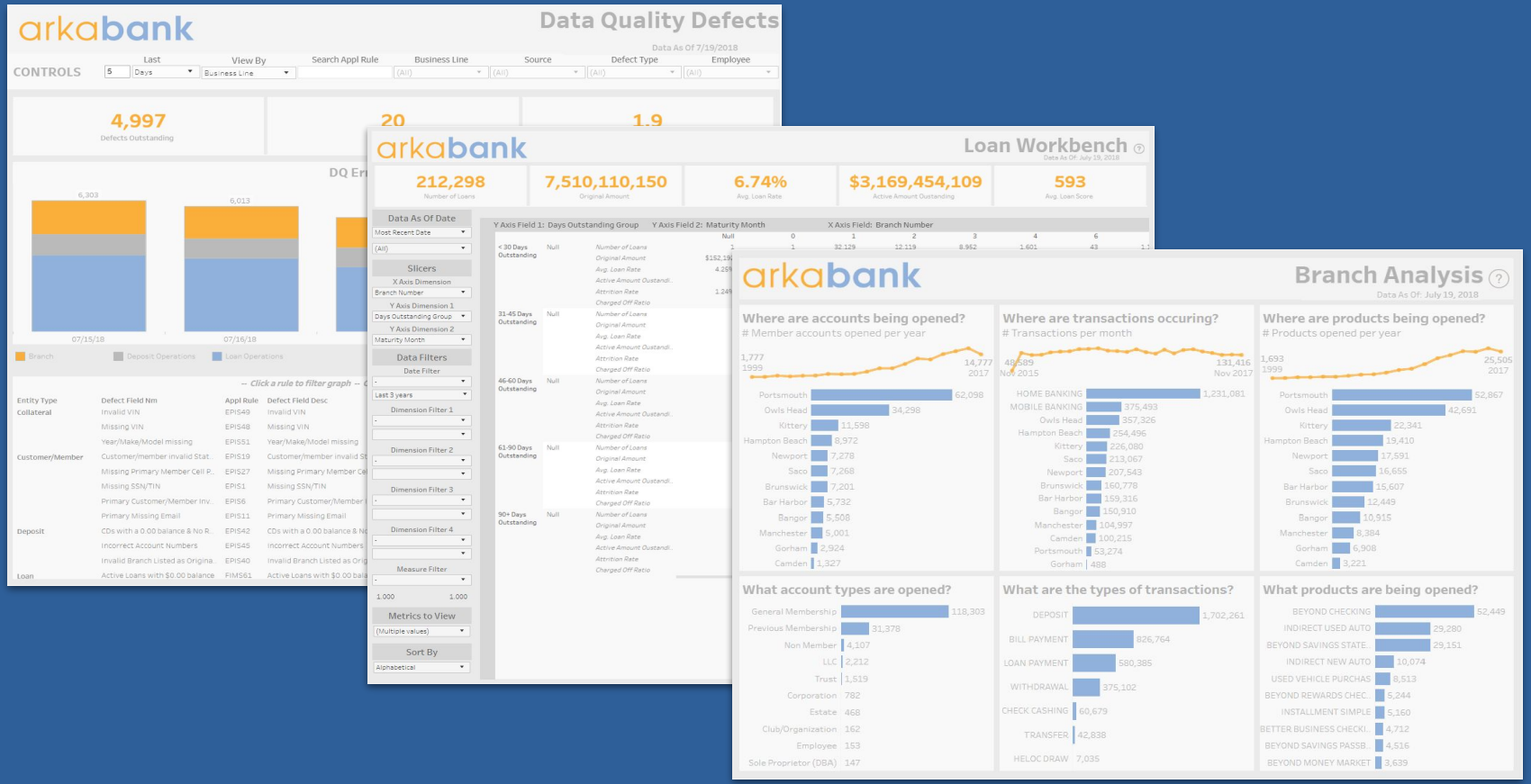
Loan Category Check

	2/28/2018	3/28/2018	4/28/2018	5/28/2018	8/30/2018
Closed End Equity Loans	✓	✓	✓	✓	✓
Direct New Auto Loans	✓	✓	✓	✓	✓
Direct Used Auto Loans	✓	✓	✓	✓	✓
Indirect New Auto Loans	✓	✓	✓	✓	✓
Indirect Used Auto Loans	✓	✓	✓	✓	✓

Loan Type Check

BI-WEEKLY HOME EQUITY	✓	✓	✓	✓	✓
CONVERTED HOME EQUITY	✓	✓	✓	✓	✓
DIRECT NEW BP<$50K	✓	✓	✓	✓	✓
DIRECT NEW MBL>50K	✓	✓	✓	✓	✓
DIRECT USED BP<$50K	✓	✓	✓	✓	✓
DIRECT USED MBL >50K	✓	✓	✓	✓	✓
HOME EQUITY	✓	✓	✓	✓	✓
INDIRECT NEW AUTO	✓	✓	✓	✓	✓
INDIRECT NEW AUTO BP<50K	✓	✓	✓	✓	✓
INDIRECT NEW AUTO MBL>50K	✓	✓	✓	✓	✓
INDIRECT USED AUTO	✓	✓	✓	✓	✓
INDIRECT USED AUTO BP <50K	✓	✓	✓	✓	✓
INDIRECT USED AUTO MBL>50K	✓	✓	✓	✓	✓
NEW VEHICLE PURCHASE	✓	✓	✓	✓	✓
USED VEHICLE PURCHASE	✓	✓	✓	✓	✓

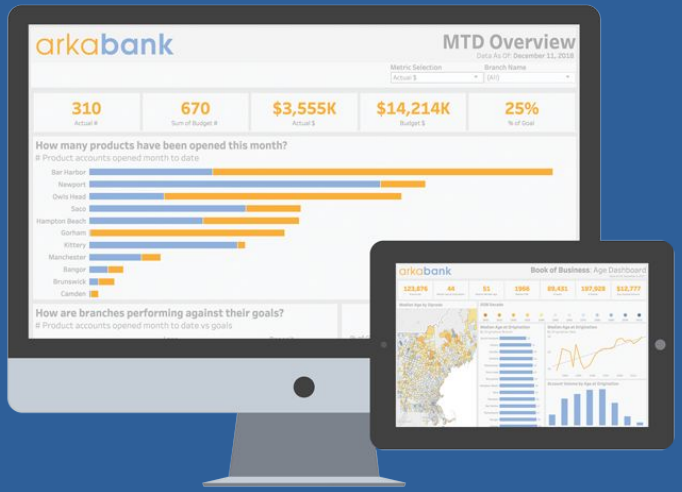
REPORTING SUITE



It’s Better With Friends

Where Do Vendors Fit In?

Core Competencies	We’ve seen it all: Multiple core conversions, scenarios, and solutions. We’re able to learn from other credit unions, both large and small, and bring that domain expertise to help you create a best in class business intelligence solution.
Skill Gaps	Typically when undergoing a core conversion, BI & IT departments are already running long days and nights. Consultants can provide an extra set of hands to help scale up your workforce for the conversion. Database architects, data engineers, and data visualization experts can be hard to find.
Out of the Box Solutions	Take advantage of the domain expertise of vendors by exploring out of the box solutions that can allow you to jump start your business intelligence process with pre-built models, modules and dashboards.



Arkalytics is a business intelligence suite of ***dashboards*** and ***models*** for Credit Unions.

Learn more at www.arkatechture.com/Arkalytics

Thank You!

Don’t Miss An Update

Join the CUTUG email list:

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Join the online community:

https://community.tableau.com/groups/credit-unions

Interested in speaking?

Interested in hosting?

Interesting in planning?

Got ideas you want covered?

WE WANT YOU!

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Contact Us

Charlotte Taft | ctaft@callahan.com