

# North Bay CU Chooses Sharetec for Its Innovation & Open API

Sharetec, a leading provider of cutting-edge credit union technology solutions, announced its new partnership with North Bay Credit Union (CU), the oldest credit union in Sonoma County, California, with an expanded reach in Marin, Solano, and Napa counties. After evaluating half a dozen alternatives, North Bay CU chose Sharetec to help further accelerate its operations and fulfill members' diverse and growing needs.

"[North Bay CU] liked Sharetec's open platform API, which is especially critical to our business model strategy of being a sponsoring FI," stated Chris Call, North Bay CU CEO. "In addition, we were impressed with the system's overall functionality and adaptability, cloud-based architecture, and friendly user experience."

Sharetec's web-based core, Sharetec Velocity, offers game-changing flexibility with its Open API, a standout feature during North Bay's technology pursuit. By leveraging Sharetec Velocity's Open API, North Bay CU can easily connect to growing Fintech partner organizations, such as Greenbax Marketplace, and improve cost efficiencies. Additionally, and most importantly, the Open API will boost North Bay's member experience through new product offerings, assisting the CU in fulfilling its mission of helping members prosper.

Sharetec Velocity's features were just one of the highlights that impressed North Bay and solidified Sharetec as their top choice. "Sharetec's reputation and its client base, heavy with credit unions, were also important. The cost of the system was in line with our budget and expectations," Call continued. "On a personal level, we were also impressed with [Sharetec's] responsiveness and thoroughness in answering our questions."

Sharetec's core values—bold, powerful, and caring—were evident throughout the entire sales journey with North Bay. Deborah Resavage, Sharetec Enterprise Sales Director, ensured this and diligently worked with the CU to customize the solution to fit their requirements. "The North Bay CU team was extremely motivated, innovative, and had a unique mindset of what their great credit union could accomplish with the right core partner and system," said Resavage.

Both Sharetec and North Bay are enthusiastic and excited about the future of this new partnership. Call concluded by stating, "We are looking forward to a partnership that will allow us to expand our capabilities in offering new products and services to our members. As an innovative credit union that is constantly breaking new ground, we need a core provider that is willing and able to find creative solutions to our needs, and we feel Sharetec fits the bill."

## ABOUT NORTH BAY CU

North Bay Credit Union has \$120 million in assets and offers a full range of loans, including mortgages, vehicle loans, home loans, agricultural loans, and private student loans, as well as savings accounts. It's a pioneer in cannabis banking since 2017, and is the Preferred Banking Partner of the California Cannabis Industry Association. The credit union is federally insured by the NCUA and serves everyone who lives, works or worships in Sonoma, Marin, Napa, and Solano counties.

## ABOUT SHARETEC

Sharetec is a leading provider of agile, bold credit union software that improves credit union operations and members' financial lives. Since its inception in 1993, Sharetec has grown steadily, currently supporting nearly 300 credit unions. With five offices nationwide and additional development overseas, Sharetec continues to propel the success of credit unions and achieve the highest levels of customer satisfaction across the United States, U.S. territories, and the Caribbean.



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