**Noble Credit Union Partners with Arkatechture to Enhance Data Analytics and Drive Member Engagement**

*Noble Credit Union has partnered with Arkatechture to transform their data strategy to enhance member services, streamline data processes, and support long-term goals like AI-driven capabilities and community engagement.*

***Portland, ME (October 15, 2024):*** Noble Credit Union, a $1.3B dollar credit union located in Fresno, CA, has partnered with Arkatechture, a leading data analytics solution, to transform its data strategy and strengthen member services. After a thorough evaluation, Noble Credit Union selected Arkatechture to implement their innovative data analytics platform, Arkalytics, as a cornerstone of its long-term strategy for data governance, quality, and insights generation.

The partnership with Arkatechture aims to empower Noble Credit Union to streamline data processes and access actionable insights faster. With Arkatechture's expertise, Noble will move away from a development-heavy approach, embracing a centralized platform for real-time data visualizations and seamless third-party integrations. This collaboration will support the credit union’s ambitious 5-7 year roadmap, including the development of a data lake and AI-driven capabilities.

"Our decision to partner with Arkatechture was based on Arkatechture's culture, personnel, technology, and ability to support our data technology infrastructure plan while maximizing the capabilities of artificial intelligence, -." said Rick Hopkins, VP of Data Analytics at Noble Credit Union. The Noble Credit Union team plans to utilize Arkatechture’s expertise to better serve their members by providing timely, accurate insights that will drive engagement and profitability.

One of the first phases of the project will focus on leveraging the data analytics capabilities of Arkalytics to analyze Noble’s core, target, and single-use members, providing deeper insights into how the credit union can enhance its products and services. These insights will aid the team in making critical decisions in their effort to improve member engagement, analyze the effectiveness of the product offerings, and establish a new community giveback program.

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**About Arkatechture**

[Arkatechture CUSO](http://www.arkatechture.com/) is a provider of data management and business intelligence solutions for credit unions. Their data platform, Arkalytics, combines a cloud-native Data Lakehouse with a suite of financial dashboards & reports. Arkalytics integrates data from key banking systems to create a centralized data hub and ecosystem to secure, manage, share, and analyze the credit union’s data.

[Arkalytics](https://www.arkatechture.com/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](http://www.arkatechture.com) or [contact them](https://www.arkatechture.com/contact) directly here.