**FORUM Credit Union Selects Arkatechture as Data Analytics Partner to Accelerate Data-Driven Growth**

FORUM Credit Union has selected Arkatechture, a leading provider of data analytics and business intelligence solutions, as its partner to advance its data strategy and enhance member experiences. This collaboration will enable FORUM CU to centralize its data, streamline reporting, and empower teams across the organization to make faster, more informed decisions.

FORUM Credit Union set out to find a solution that would eliminate silos and provide a single source of truth for data access across all departments. The credit union also sought to reduce the time and effort required to gather insights, while expanding its ability to leverage more data to better serve its members.

After evaluating the potential to build an internal solution, FORUM CU determined that partnering with Arkatechture would significantly accelerate their timeline. By working with Arkatechture, the credit union will be able to address multiple use cases from day one, advancing its data capabilities much faster than an in-house approach would have allowed.

Arkatechture was selected for their flexible and scalable solution, their deep experience with credit union data sources, and their strong credit union community network that fosters shared learning and collaboration. This partnership will allow FORUM CU to strengthen its data-driven approach across departments — from marketing and lending to finance, collections, and retail delivery — enabling teams to shift from reactive reporting to proactive insights.

The collaboration is also expected to have a significant impact on member service, helping the credit union better anticipate member needs, refine product design, and improve service delivery. The cultural alignment between FORUM CU and Arkatechture, centered on a shared commitment to doing what’s best for members, was a key factor in the selection process.

"*Collaborating with the Arkatechture team has shown us that our cultures are very well aligned. Both of our organizations prioritize doing what's best for our members and taking care of our teammates. Arkatechture is recognized as a 'Best Place to Work,' and we share similar values. This alignment fosters a collaborative environment where people work together to solve problems. We've seen a strong willingness to help us maximize the benefits of this partnership, which is crucial for a project of this scale*," said Andy Mattingly, Chief Operating Officer at FORUM Credit Union .

Through this partnership, FORUM Credit Union is advancing its mission to use data as a strategic asset, enabling smarter decisions and delivering more personalized, timely, and relevant services to its members.