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March 28, 2025 | Volume 2025, Issue Number 3 | Event Calendar

Staying Future-Focused

The Strategic Partner Advantage for Credit Unions

As we close out the first quarter of 2025, credit unions nationwide are turning carefully crafted strategic plans into action, proving that a thoughtful roadmap is the foundation for sustained growth, member value, and long-term resilience. This year’s top priorities — developing leadership pipelines, harnessing data-driven insights to enhance operations and member experiences, and engaging younger generations through modern digital solutions — are essential imperatives for success in a complex financial landscape.

Strategic partnerships provide the specialized expertise, technology, and support credit unions need to translate strategy into results. By collaborating with trusted providers, credit union leaders can stay focused on their core mission of empowering members and communities while accelerating innovation, managing risk, and building agility.

Read the Full Blog from CCUA's EVP & COO, Melissa Pomeroy

Wipfli: Unique Insights into Performance and Growth for Credit Unions

Wipfli, a strategic partner of the CCUA, provides credit unions with specialized consulting, compliance support, and digital solutions. Its fintech practice helps companies scale, navigate regulatory complexity, and optimize operations, while its financial services advisory team delivers risk management, assurance, transaction advisory, and digital transformation services that turn data into actionable insights.

Learn about our Wipfli partnership or connect

Don’t Overlook Windows to Reset Long-Term Contracts

Many financial institutions often overlook opportunities to renegotiate long-term vendor contracts. The planning cycle provides an ideal window to inventory upcoming renewals, benchmark current market rates, and secure more favorable terms. Without proactive renegotiation, institutions risk paying above-market prices and missing out on substantial cost savings.

Read more from SRM for strategies maximize value.

Arkatechture: Building Data-Driven Businesses

Arkatechture is a CCUA partner and Credit Union Service Organization (CUSO) that helps credit unions streamline the collection, cleansing, analysis, and sharing of data for operational excellence, business intelligence, and predictive analytics.

Their Arkalytics platform delivers a cloud-native data warehouse, 20+ pre-built dashboards, and self-service analytics workbenches designed specifically for credit union needs. Below are the core solutions that make Arkatechture the data partner of choice for credit unions:

- Arkalytics Platform: Single source of truth with automated data ingestion, pre-built dashboards, and self-service workbenches for instant insights.
- Data Strategy & Governance: Four-week data roadmap assessment and built-in quality rules engine ensure clean, compliant data.
- Integrations: 60+ pre-built connectors unify data from core systems, fintechs, and third-party sources.
- Professional Services: Tableau consulting, staff augmentation, managed services, and data management accelerate time to value.
- Predictive Analytics: Descriptive, predictive, and prescriptive models drive member personalization, risk monitoring, and revenue growth.

Arkatechture will be exhibiting at upcoming CCUA events—stop by to see them in action and discover how they can accelerate your credit union’s data journey.

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