



Breakout Sessions

CU*South

Does Your Technology align with your Strategy?

What to know before you evaluate new technology. Learn from an expert in the industry who has helped over 100 CU's change software over the past 15 years. This interactive session will provide you with the information you need to know about the credit union software industry and how to prepare your team for your next due diligence cycle.

Speaker: Starla Honea, Senior Vice President of Sales

PureITCUSO

Cybersecurity is NOT a Technical Issue!

In the latest breach reports, between 70-90% of data breaches are insider assisted. These are not necessarily intentionally assisted breaches but can often be through mistakes or social engineering. The recent Work From Home trend has increased this trend by as much as 44%. Beyond user errors, we often see breaches blamed on technical mis-configuration, but was it really was a management decision to not take care of what needed to be done? What about the decision on how often to apply patches, what tools to bring to bear, or how much to staff InfoSec? Technology can assist in reducing the impacts of our human errors, but will we apply it, configure it, and manage it? Most home security systems are sold within 2 weeks AFTER a break-in, the remainder were sold with the home initially to prevent the break-in. Which will your CU be?

Speaker: Steve Koinm, Co-Founder, Vice President Professional Services

Trellance

How to Build Your Data Maturity Action Plan

Becoming data-driven is a priority for most credit unions today, and the reasons are clear: data-driven organizations are 23 times more likely to acquire customers, six times as likely to retain customers, and 19 times as likely to be profitable. To serve today's digital-first members, most credit unions don't need convincing about why they need to become data-led – but the how is another story. The data maturity journey is not straightforward, and most credit unions are supervised to discover there isn't a sequential series of steps or a "right way" to move forward on the journey. Even the phrase "data maturity journey" can be misleading, as it implies a starting and ending point. But the data journey can take many paths, can start at many points, and never truly ends. This presentation will explore the concept of data

maturity and some of the main pillars (data management, descriptive analytics, predictive analytics, and prescriptive analytics) that credit unions may encounter on their journey.

Three key points to be covered:

- The benefits of becoming a data-driven credit union
- How to assess where you currently are on the data journey
- Identifying your next step in the journey and creating a plan to get there

Three benefits/takeaways

- Becoming data-driven is a mindset and not a destination
- Start thinking about data as one of your chief business assets – establishing this mindset can allow you to begin to align your credit union around a data-centric vision and establish the necessary supporting processes
- The journey to becoming data-driven can start with a single use case rather than an organization-wide effort. Start where you can, and build from there

Upgrade

What is the Secret Sauce for FinTech Partnerships in an Economic Slowdown?

How can digital customer acquisition, digital asset purchasing programs, innovative product and machine-learning credit models help credit unions in an economic slowdown and help manage balance sheet diversification, liquidity, income and member growth? Upgrade will discuss the practical application perspective, provide an overview and key takeaways about partnering with FinTech to complement existing strategies through technology and online consumer lending best practices.

Key Takeaways: Key takeaways will include common reasons credit unions partner with FinTech, best in class credit research, how to thoroughly evaluate a potential fintech partner, and FAQs.

Speaker: Rebecca Bacon, VP, Head of Financial Institutions

CUNA Mutual

The Power of Permissioned Data in Lending

Permissioned data is detailed, highly descriptive of member's financial behavior, but requires members to give access. While this data can be broken into known categories like income, debt, and identity, it also includes cash flows, payments, and more. Today, there is an overwhelming amount of permissioned data coming from many different sources. Credit unions must use this data to make better, faster, and fairer decisions in consumer and business lending, but struggle to identify the right data sources, implement the APIs, and use this data to make decisions. Join us for a digestible overview of these data categories, use cases, and best practices from credit unions who are approving and funding more deposit, loan, and credit applications and reaching new members.

Speaker(s): Gopal Swamy, Founder & CEO of Conductiv Inc. (CMFG Ventures Portfolio Company)

Kasasa

Rising rates. Falling loyalty.

Many executives have seen liquidity leave their market much faster than they expected. \$376B left institutions in Q3 2022 alone, according to the Wall Street Journal. If it hasn't happened to you, it probably will soon. Are you ready?

In order to succeed, credit unions have to retain their wallet share — 68% of consumers are less loyal today than pre-Covid, and once they leave, they're difficult to get back. Consumers today expect compelling rewards and competitive rates. Being able to deliver both profitably is how you will win big.

Join us for this timely webinar to learn:

- Strategies to retain members and grow core deposits.
- How a 4% high interest share draft account can have a lower cost of funds than a 3% CD
- 5 advantages of reward checking in a rising rate environment

Zest AI

Trusted AI for automated, inclusive credit underwriting

AI and machine learning (ML) are transforming the member experience at credit unions. But too many credit unions shy away from investing in better lending with AI because they're unsure of this new technology and whether to trust it with their underwriting decisions. They also don't think they have enough transaction or loan volume to properly train an AI model. Not so. The truth is that you don't need a ton of in-house data to build a high-performing AI underwriting model.

In this session, you'll learn what AI-automated underwriting is and how credit unions of all sizes can use ML to increase the accuracy of your credit models, allowing you to approve more borrowers safely. We will also touch on what kinds of data go into AI/ML credit models and how they're just as transparent (if not more so) than the models and scorecards you use today. You'll leave the session with a better understanding of AI-automated underwriting and how it can serve your members.