



MDT Shares 2019 Trends, 2020 Predictions for the Credit Union Landscape
CUSO provides insight on digital banking, data analytics, openness and security

Farmington Hills, Mich., Dec. 17, 2019 – Member Driven Technologies (MDT), a CUSO that hosts the Episys® core platform from Symitar® to provide a private cloud alternative for core processing and IT needs, today shared commentary on the trends that have most significantly impacted the credit union industry this year and predictions for 2020.

There's a greater emphasis on data analytics. Credit unions have realized that to remain relevant in today's complex financial services environment, they must take advantage of the vast amount of data they have available to them and more effectively mine and analyze the information to better meet members' specific needs. Next year, more credit unions will find ways to merge data analytics and predictive analytics to establish a strategic differentiator and enhance the overall member experience.

Credit unions will embrace openness. The financial services landscape has become even more crowded with non-traditional competitors over the past year, putting new pressures on credit unions to keep up with evolving member expectations in order to compete. To offer the best solutions across the complete member experience, from onboarding to lending to digital banking, easy integration with best-of-breed providers is key. Credit unions will place an increased importance on APIs and open integration to ensure they can deliver a superior member experience.

Cloud adoption will accelerate. The attitude toward the cloud has shifted over the past several years. While traditional CIOs were more likely to want to be in control of their credit union's infrastructure onsite, modern CIOs are more familiar and comfortable with the cloud, creating a new mindset regarding initiatives. Now, credit unions are increasingly choosing to outsource their cores and critical IT infrastructure to enable more efficiency and productivity and better security. Credit union resources that were historically spent maintaining hardware and software is now being spent on more growth and member service-focused activities, as well as IT wish lists and innovation. This shift will only continue as emerging talent enters the CIO role.

Credit union members are demanding more than just a seamless digital banking experience. To successfully compete in today's landscape, credit unions must deliver an intuitive digital banking experience and anytime, anywhere access to financial tools. While digital is the primary touchpoint for many members, credit unions are acknowledging the continuing importance of the branch and are evolving their branch strategy to ensure this channel remains relevant into 2020 and beyond. Branches are increasingly becoming community event spaces, education centers and meeting areas to discuss financial health/wellness. Credit unions are making better use of technology in branch, such as tablets and ITMs, to better merge the digital and physical experience.

Security remains a top priority for credit unions. There have been significant advancements in fraud detection over the last several years, such as real-time fraud alerts, geolocation of fraud activity and cross channel detection of fraud activity, which have allowed credit unions to better protect their members. However, as threats continue to mature, credit unions are focusing on



making sure their defense measures concurrently evolve. With today's unpredictable weather patterns, credit unions are also placing a greater emphasis on the development of robust disaster avoidance and recovery strategies to ensure members can securely access their finances during times of trouble.

“With another busy year in the books for the financial services industry, credit unions have realized that change is the new normal; technology is continuing to evolve at a rapid pace and members will continue to have high expectations,” said Larry Nichols, president and CEO of MDT. “To compete, credit unions must pay close attention to contemporary member expectations and deliver a personalized, seamless experience that meets their specific needs. Better leveraging data, integrating with top providers and embracing openness will be key to success in 2020 and beyond.”

About Member Driven Technologies

MDT hosts the Episys® core platform from Symitar® to provide credit unions with a private cloud alternative for core processing and IT needs. The CUSO's service-first, hybrid approach to outsourcing enables credit unions to boost efficiencies and security and reduce costs while maintaining a high level of control. In addition to hosting the Symitar Episys platform, MDT also hosts dozens of seamlessly integrated solutions to run the entire institution, including digital banking, payments, lending, security, continuity and regulatory services. MDT serves credit unions representing more than \$22 billion in assets and approximately two million members. Visit mdtmi.com or follow [@memberdriven](https://twitter.com/memberdriven) for more information.