

# POWERING MACHINE LEARNING WITH UNIFIED DATA ANALYTICS: NEW INSIGHTS FOR CREDIT UNION OPERATIONS

Incorta delivers fast, autonomous insights at Redstone Federal Credit Union – a powerful hub for data science and machine learning.

*“Incorta is now the data hub for Redstone’s data science department. Our machine learning team works with massive amounts of data and Incorta makes the entire process far more autonomous – and the speed is exponentially faster.”*

Raj Prasad

Senior Assistant Vice President for Data Science and Analytics at Redstone Federal Credit Union

## Unified Data Helps Redstone Federal Credit Union Create More Value for its Members and Community

Redstone Federal Credit Union is in the business of creating value for its members and community. Priority number one is connecting its members with the best possible products and services based on each individual’s unique financial goals, situation and outlook.

Today, as the world becomes increasingly digital, Redstone recognizes the need to keep up with major advances in technology. The rise of machine learning, in particular, creates an exciting new design space for Redstone to further deliver on its promise of delivering value to members.

With Incorta, Redstone’s growing data science team can unify data across systems and applications to gain a persistent 360-degree view of its entire operation for

the first time. This newfound visibility – combined with the speed, agility and autonomy Incorta enables – helps the organization better understand member wants and needs, improve underwriting policies, and combat fraud.

More broadly, Incorta’s unified data analytics platform and Direct Data Mapping technology is helping Redstone scale up its data science and machine learning efforts. By delivering autonomy to data science teams who can now self-service their own data needs, Redstone can manage risk more effectively and deliver better products and services to its 600,000+ members.

### Using Incorta, Redstone Federal Credit Union benefited from:



#### Fast Deployment—and Even Faster Data Integration

Redstone deployed Incorta in just a matter of days and then pulled in 13 million records from its Fiserv core banking system in a mere 43 seconds.



#### Freedom to Innovate With Data

Redstone’s data science team can move faster and innovate more freely with data because they no longer have to rely on the IT team at every step..



#### Accelerated Query Response Times

Queries return results in sub-second response times – even highly-complex queries sourcing data from multiple internal and external data systems.

## The Challenge

### Fragmented Data Was Holding Back Business Intelligence and Data Science

Redstone Federal Credit Union wanted to leverage data to gain more visibility and control over banking operations, and ultimately deliver more value to its members. But fragmented data spread across a patchwork of systems and applications prevented the credit union from making the headway it desired.

Following traditional approaches, building data reports and dashboards was a complex and time-consuming undertaking – and keeping everything up-to-date was even harder. Making the leap into more advanced analytics and data science was out of the question. That's because data scientists need the ability to freely explore data sets and quickly update their predictive models with new information, and legacy data systems make this impractical.

Beyond obstructing data science, fragmented data is problematic for multiple reasons: First, it creates a drag on IT teams who would rather focus on higher-value tasks than preparing data for analysis. Second, it prevents executives and business teams from getting the data they need in time to help with critical decisions. And third, it can drive a wedge between teams because they must compete for limited data resources.

Redstone's leaders knew that something had to change.

## The Solution

### A Fast, Flexible Unified Data and Analytics Platform

Redstone uses Incorta to unify data across core and external systems and make it readily available for analytics. The credit union started with the basics – lightweight data reports and dashboards – and then advanced into more sophisticated data analysis. After getting started with Incorta, Redstone established its first data science team.

Today, Incorta is the “data hub” for Redstone's data science team, which leads the credit union's machine learning efforts. With Incorta, data scientists can independently organize and join complex data, build schemas and create new dashboards – all without burdening IT.

What's more, because Incorta utilizes open standard file formats like Parquet, the data science team was able to continue using its preferred tools for machine learning, such as DataRobot and Jupyter Notebooks.

## THE RESULTS

### Fast, Agile and Autonomous Data Science

Using the Incorta-powered data hub, Redstone's data scientists are building smarter predictive models and providing more timely, relevant, and useful data insights to teams across the organization – all without needing to burden IT.

### Cross-Team Collaboration

Incorta's unified data and analytics platform brings everyone together on the same platform, making it easier for data scientists to partner with subject matter experts when investigating business questions and anomalies, such as spiking credit default rates.

### Clearer Answers to Complex Questions

When users no longer have to predefine the scope of analytical inquiries, they are empowered to uncover new and unexpected insights to complex questions. For example: Why are particular credit cards inactive? Why was there a spike in fraud last month?

### Always Getting Better

With Incorta, Redstone's analysts can iteratively learn the best ways to join data, with every iteration resulting in a re-usable data model that makes the next iteration even faster and more productive.

#### REDSTONE FEDERAL CREDIT UNION

As one of the largest member-owned financial institutions in the south and one of the largest federal credit unions in the nation, Redstone Federal Credit Union serves more than 600,000 members through personal savings and checking accounts, small business financing and cash management solutions, investment and insurance services, mortgage products, and home equity loans.

#### ABOUT INCORTA

Incorta is the data analytics company on a mission to help data-driven enterprises be more agile and competitive by resolving their most complex data analytics challenges. Incorta's Direct Data Platform gives enterprises the means to acquire, enrich, analyze and act on their business data with unmatched speed, simplicity and insight. Backed by GV (formerly Google Ventures), Kleiner Perkins, M12 (formerly Microsoft Ventures), Telstra Ventures, and Sorenson Capital, Incorta powers analytics for some of the most valuable brands and organizations in the world. For today's most complex data and analytics challenges, Incorta partners with Fortune 5 to Global 2000 customers such as Broadcom, Vitamix, Equinix, and Credit Suisse.