ACCESS THE WORLD

ISSUE 33 | Spring 2016

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Contact Map at:

16000 Christensen Road, Ste 200
Tukwila, Washington 98188

Phone: 1.866.598.0698
Fax: 206.439.0045
Email: info@mapacific.com

www.mapacific.com

What Big Data can do for you.

Big data has changed the way many industries work. It gives companies information on their consumers and target audience that they have never had access to before.

Credit unions are among the many organizations that now have access to big data. Financial institutions can use this information to discover untapped markets. MAP offers best-in-class data mining and reporting tools to its clients.

MAP's analytics tools give credit unions critical information related to interchange performance, fraud prevention, and ATM and card usage. Monthly interchange reporting allows institutions to analyze their performance and adjust marketing to enhance revenue.

Built as a warehousing, analytics and reporting platform, MAP's analytics tools were designed to gather and aggregate all card transaction data. The tools give detailed card activity to help card managers pinpoint fraud and help card marketers exploit opportunities for enhanced usage.

Detailed information can greatly expand a credit union's reach and influence. However, not many are taking this opportunity to do so.

Big data presents opportunities
The amount of data can be overwhelming. Some credit unions might not know where to start, and this can be detrimental to the financial institution's success.

Forbes contributor Sandra Zoratti reported that by using data to make business decisions, the return on investment could be as much as 241 percent, according to a study done by Nucleus Research.

See Big Data on page 3

MAP'S ANNUAL CONFERENCE

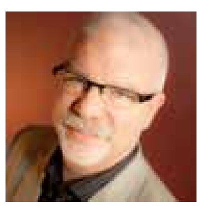
August 18-19, 2016 | Willows Lodge | Woodinville, WA

"Big Data, Analytics, and Business Intelligence have become the most commonly used buzzwords in business. Despite their varying uses and connotations, each boils down to a single proposition: how can we best use our data?" said Brewster Knowlton, Principal at the Knowlton Group. For those forward looking credit unions that want to learn more about growing their card portfolio as well as other credit union initiatives through big data, join us at MAP's 16th Annual Users Conference on August 18 and 19.

"Many equate business intelligence with software and technology. While this is certainly true to an extent, business intelligence is equal parts business and technology. Successful business intelligence programs are designed to most effectively cater to the data, analysis and reporting needs of business functions of the credit union," states Knowlton.

Brewster Knowlton

Joining Brewster on Friday morning is Dr. Dan Diamond. As founder and director of the nation's first state-affiliated medical disaster response team, Doctor Diamond brings "first-in team" expertise and reality tested strategies that make a significant and lasting impact on businesses in transition. Dr. Diamond teaches practical strategies to move forward when resources are scarce and helps your team expand its improvisational problem solving skills. Learn to overcome obstacles, failure and fear so you flourish as a team.

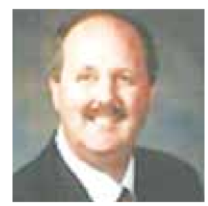


Dr. Dan Diamond

MAP is pleased to welcome back Michael Marx, Visa's Vice President of Research Services. As intelligence consultant and liaison with card issuers, Michael shares market research, competitive intelligence and consumer trends data with financial institutions issuing Visa-branded cards focusing on consumer and payments trends for both macro-based and key market segments.

Michael Marx

Also joining us on Friday is Tom Wright, Editor and Publisher of Credit Union Tech Talk, a leading source of technology information for credit unions of all sizes. An unbiased source of news about online banking, bill payment/presentment, debit/credit and smart cards, security, ATMs/kiosks, biometrics, and much more.



Tom Wright

Thursday's program will feature payment industry experts with a focus on Marketing and Card Program Management. Speakers will overview the immediate and long-term growth opportunities from member debit, credit, ATM and mobile product portfolios. Also on Thursday is Tim Gaiser, Master Sommelier, who will help us navigate the world of wines and wine tasting before we head out on our own to explore the region's leading wineries.

Tim Gaiser

MAP hosts this small conference each year for credit unions where we bring together industry experts to meet in a relaxed setting for learning and exploring what is happening in the payments industry and how it will impact our members. As an intimate event for select participants, space is limited.

MAP's 2016 Annual Conference will be held August 18 and 19 at Willows Lodge, located on five landscaped acres bordering the Sammamish River in the heart of Western Washington's wine country.

To register, go to uconference16.com. For more information, please contact your client services manager or Karl Kaluza at 866-598-0698 x1618 or karl.kaluza@mapacific.com.

Big Data

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Getting started with big data can be challenging. The Financial Brand, an information source for financial institution marketing professionals, stated there's more to it than just buying a software package. Staff need to be knowledgeable about how to interpret the data in a useful way.

Getting started

Additionally, when a credit union accesses some data, it's important it reviews the information thoroughly and finds new ways to interpret it. Once a credit union begins to extract all it can from the data they have, it should look into getting a Marketing Customer Information File, if it doesn't already have one.

An MCIF stores information on member accounts and relationships. Jay Kassing, president of marketing analytics solutions company MARQUIS, explained to CUInsight, "an MCIF is important because it can analyze each member's account and relationship to determine how profitable they are, and how to market to them," he said. It will also help track marketing campaigns for the credit union.

Some credit unions may not have the marketing department to manage an MCIF, or may keep their data in their core system. This is a good start, though the core doesn't have the ability to make the same connections between relationships an MCIF does. Credit unions can also outsource this part of their organization to a company that specializes in marketing campaigns that utilize information garnered from big data.

Using data to its fullest potential

When beginning to analyze data, it can be easy to only look at how consumers use a credit union's services. But this may not be enough. Credit unions must also look outward, at how members use services at other institutions.

"Suppose you learn that a member is delinquent with outside accounts," Bill Maynard, Experian's Global Consulting practice's managing director, pointed out. "Isn't that something that's helpful for a credit union to know so risk and marketing strategies can be adjusted accordingly?"

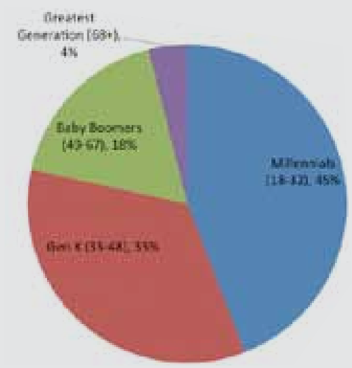
PaymentsSource reported that big data can also be used to better manage fraud risk. Examples includes neural network solutions such as Falcon Fraud Manager and Visa Advanced Authorization that run lighting-fast scores and edit checks on every transaction.

Beginning to use big data to make business decisions can be a tough transition. As the name implies, it is a big task to accomplish. But it is increasingly more important for credit unions to take advantage of what this data has to offer.

Industry News

Over 100 million people to make an NFC mobile payment this year. According to a new report from Strategy Analytics, the value of transactions conducted via NFC handsets will grow from $30 billion in 2016 to $45 billion in 2017, $70 billion in 2018, $110 billion in 2019, $160 billion in 2020 and $240 billion in 2021. Increasing competition between mobile wallets from device vendors Apple and Samsung, payment card issuers, and mobile operators, combined with a maturing contactless payment infrastructure across most regions, will finally catalyze in-store handset-based NFC purchases, the analysts say.

The prepaid card industry is growing rapidly. Twenty-three million US adults use prepaid cards regularly, according to Pew Research and BI Intelligence forecasts that the prepaid card industry topped $300 billion in transaction volume by the end of 2015 — a 44% rise over 2012. That growth is driven largely by millennials — the same population that's most inclined to use mobile wallets like Apple Pay. An increasing percentage of high-income millennials in particular are turning towards prepaid. In 2014, 60% of high-income millennials had a prepaid card, compared to 49% in 2013. That's the highest jump of any age and demographic group, according to a Philadelphia Fed study.



Survey: Banks Fear Fintech Effect. Banking executives worry the rise of fintech could spell trouble for their institutions, a new report reveals. Conducted by PwC, the survey of 544 CEOs, CIOs and other top managers at financial services providers in 46 countries found that 83 percent of respondents from traditional firms feared disruption caused by new stand-alone fintech companies could result in the loss of business. The fear was even more pronounced among banks, with 95 percent of banking executives polled concerned that fintech will take a

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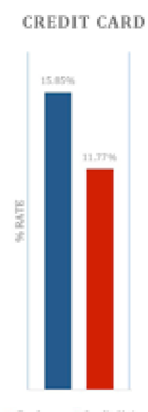
Cards and more: credit unions offer better value.

It's no secret that credit unions offer a better value to their members than banks, but in an age of "Digital Disruption," there remain questions about how swiftly credit unions can adjust. In a recent report from Let's Talk Payments (LTP), an online source for payments and digital commerce news. LTP found that both banks and credit unions provide the same variety of services, but stated that many "may not know that there is a vast gap between the rates for those services. Often overlooked as a possible provider of financial services, credit unions, in fact, have more attractive rates."



Recently, LTP analyzed the rates using the latest official statistics provided by Credit Union National Association (CUNA) on the financial industry metrics. LTP's analysis across the 12 wealthiest states in the U.S. found that penetration rates for credit cards are the same among banks and among credit unions respectively, but the interest rates in credit unions is lower than in the banks. Banks rates are at 15.85%, while credit unions have 11.77%.

The difference becomes even more vivid with car loan interest rates. As can be seen in the chart below, the overall level of the rates across the states is lower in credit unions than in banks. The highest interest rate for a car loan is in Massachusetts banks – 4.91%. The highest rate from credit unions is at a surprisingly low level of 2.79% (in Hawaii). The highest car loan interest rate in credit union is almost two times lower than the same in banks. The best deal for a car loan can be found in Delaware credit unions at a rate of 1.97%.

Moving from a micro-level to the industry perspective, it's worth mentioning the enormous gap in market shares and asset sizes between banks and credit unions. Having a great offering does not result in a greater market share for credit unions, LTP found. Banks on average have a 5.5 times bigger market share than credit unions. The largest market share of credit unions is interestingly in Alaska (40.3%). The financial services industry across the twelve wealthiest US states is dominated by banks even though the rates are more attractive in credit unions.

"The numbers clearly indicate that credit unions have a long way and significant changes to go through. Having a great product is not enough, credit unions have to learn both from banks and the FinTech industry on ways to make their operations more efficient and improve Business Development along with Marketing," LTP concluded. "Credit unions are often not an option in the list of places to look up financial services, but in most cases, they actually have the best offerings."

Visa Checkout's new digital 'swipe' feature

Visa unveiled new functionalities that allow users to swipe rather than tap when making purchases through Visa Checkout, the firm's buy button. Now, Visa Checkout users will complete their online purchase by swiping a virtual image of the issuer's card image across the screen and entering a password.

The update will lift Visa's already-high Visa Checkout conversion rate. In tests, Visa found that existing consumers were up to twice as likely to click through and complete a purchase, compared to the existing Visa Checkout experience. That's huge, considering that the buy button already boasts an 86% completion rate among overall users.

The swipe feature is both more interactive and mimics a very familiar user behavior of unlocking a mobile phone. The prompting of a password also might give users an added sense of security without adding too much friction. But it could also serve as a deterrent to mobile users in particular, who tend to struggle to enter verification information on small screens.

It's part of Visa's initiatives to capitalize on surging mobile commerce. Mobile commerce is on the rise. BI Intelligence forecasted that by 2020, m-commerce will make up 45% of total US e-commerce sales. By developing initiatives to make it easier for users to spend on mobile, Visa is looking to ensure it gets as much usage as possible from this shift.

Visa has indicated that it is working to simplify the entire Visa Checkout user experience. Recent updates to the lightbox and sign-up process made it easier to onboard new cardholders. An easier sign-up process coupled with a simpler checkout experience could put Visa Checkout in a good position to capture a sizable share of increased mobile commerce volume.

Visa News

VISA MANDATE REMINDERS:

March 31	FTP-S
October 1	VAU
October 14	Visa Alerts

For more information about these mandates and other product requirements, please contact Jaime Noyola, VP of Product Services, 206-787-1634 or jaime.noyola@mapacific.com.

Visa is adding tokenization support to Visa Checkout. Tokenization, which replaces sensitive customer data with a token in order to ensure secure transmission during the payments process, will give both consumers and merchants more effective data protection for transactions. The tokenization feature is expected in early 2016.

Visa and FireEye to offer "Gamechanging" Threat Intelligence.

FireEye and Visa have come together to help keep Visa's global community more secure with our first joint offering of our strategic partnership: Visa Threat Intelligence, Powered by FireEye. The portal combines FireEye's deep knowledge of cyber threat actors and the tools they use to infiltrate company and personal information. Check out the Cyber Threat Map at https://www.fireeye.com/cyber-map/threat-map.html.

Visa and Planet Payment announce partnership. Visa is partnering with Planet Payment, Inc., an international payment processing and transaction service, to deploy an easy-to-use payment processing solution for acquirers and merchants in growing markets around the world. The payments processing solution, Visa's Accelerated Connection Platform (ACP), promises to boost sales and efficiency for businesses with its reliance on Visa's global network, which allows for offerings such as access to an array of point-of-sale technologies, loyalty programs and real-time offer redemption.

Visa Checkout continues to grow. Visa Checkout, Visa's online one-click buy button, now has over 7 million registered users in 16 countries. Over 250,000 merchants, including big

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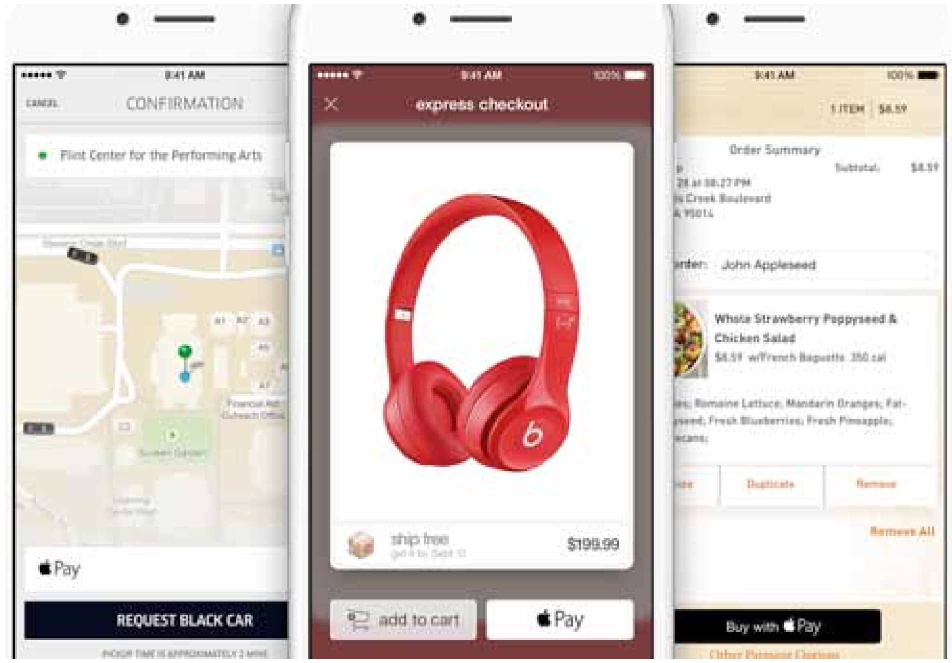
Consumer Perspectives on Apple Pay

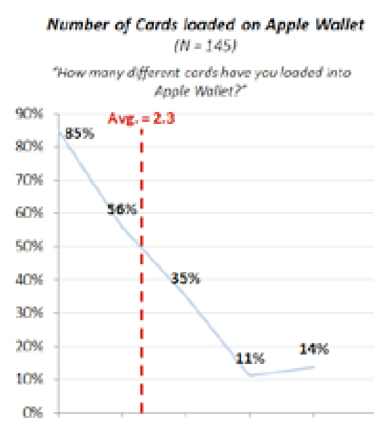
Recently, consulting firm First Annapolis released a new study on the Apple Pay usage behaviors of iPhone 6 users. The research suggests that only one in five iPhone 6 users has made a purchase with Apple Pay, and that the overall adoption rate for Apple Pay has plateaued from early 2015. This finding, based on a survey of 1,279 smartphone users conducted in December of 2015, indicates that, while there is much energy and excitement surrounding mobile payments, actual consumer adoption and usage still has a long way to go.



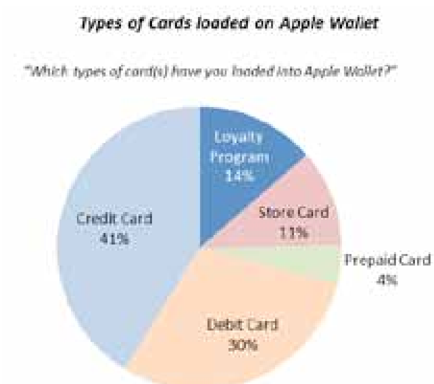
Apple Pay Awareness and Usage

Awareness of Apple Pay remains quite high: 73% of all consumers and 84% of iPhone 6 users indicated that they have heard of Apple Pay. Awareness among iPhone 6 users is down from 88% in our Spring 2015 survey, but still within the survey's margin of error. Of the nearly 600 survey respondents with an iPhone 6 (and therefore the ability to use Apple Pay), only 20% report having used Apple Pay at least once, down from 22% in the Spring survey but within the survey's margin of error. Among those that have tried Apple Pay, only 15% say they use it regularly or frequently (i.e., more than once per month), compared to 19% in the Spring survey.

Most active users have loaded more than one card into Apple Wallet (formerly known as Passbook); respondents reported an average of 2.3 cards loaded in the December survey. 75% of cards loaded were general-purpose payment cards (41% credit, 30% debit, 4% prepaid), while 25% were proprietary retail store or loyalty cards, which Apple began enabling only in the second half of 2015 (e.g., the Walgreens Balance Rewards Card).



Despite relatively few NFC-enabled terminals in the market supporting Apple Pay transactions, the physical point of sale remains the primary origination channel for Apple Pay purchases. Among those that have used Apple Pay, 66% report having made a purchase in-store, while 52% report having made an in-app purchase. Between April and December; however, there was a notable increase in the number of users who reported using Apple Pay for in-app purchases only. This increase in the proportion of in-app purchases is likely a function of the limited POS acceptance for Apple Pay, continued incidences of difficulty in completing POS transactions, and the recent integration with store/loyalty cards from national retail chains such as Walgreens, BJ's, Kohl's, and JC Penney.



Implications and Conclusion

Apple Pay adoption and usage are low, but customer experiences to date are positive; the latter represents an important first step towards longer-term adoption. That said, awareness and usage clearly plateaued over the course of 2015. Based on these findings, factors limiting adoption of mobile payments need to be addressed, including the perceived utility relative to existing payment products and services, a lack of mobile application usage by some existing smart phone owners, and the limited merchant acceptance of NFC-based mobile payments.

What do members want?

There is a growing sense of importance surrounding consumers' demand for quick, easy and personalized service when marketers and brands are trying to earn their trust, according to a study of more than 18,000 consumers in nine countries, published by Verint Systems.

The study also identified several deep divisions over attitudes about how customers' personal data is used to deliver such service. In fact, while almost nine in 10 respondents (89%) agreed that good service makes them feel more positive about the brands they engage with, nearly half (48%) also said they are suspicious about how their data is used.

Only 20% of respondents agreed they want companies to understand their mood and cater to them accordingly. However, 43% admitted that when companies make mistakes, they are more forgiving to those they believe understand them.

"This is something of a wake-up call for brands that are trying to revamp their customer service to cater to today's more demanding and better-informed customers," said Jeremy Cox, principal customer engagement analyst for Verint. "While brands have the ability to precision-target highly personalized communications for every single customer, the study shows what people around the world actually value most are the basics-questions answered with minimal effort on their part."

Brands therefore have a fine balance to strike between the customized and impersonal service they deliver. Customers expect to be recognized, but will have adverse reactions if they feel stalked.

The study also explored the impact of poor service on switching behavior, as well as the benefits brands can reap if they get it right. Though cheaper pricing is the single biggest motivation for switching (31%), rude staff (18%) and too many mistakes (16%) are second and third on the list.

Good experiences can have a powerful impact on customers' attitudes to brands. In fact, 61% of respondents said they would tell friends and family about their experiences, while more than one in four (27%) reported that they would sign up to the company's loyalty program. Only one in seven (15%) didn't think good service would change their behavior in any way.

"The new rule book of customer service has less to do with personalization at all costs, and everything to do with making life easier for people,"

"The new rule book of customer service has less to do with personalization at all costs, and everything to do with making life easier for people," concluded Dave Capuano, global vice president of integrated marketing for Verint Enterprise Intelligence Solutions. "On the whole, consumers have no patience with firms that don't get the basics right. This is a challenge for providers and an opportunity to help ensure frontline staff have information at their fingertips to deliver a quick and seamless service relevant to each customer's individual needs. Staff should be empowered to make decisions and 'go the extra mile' when required."

Rio 2016 Olympic Games

The Visa Rio 2016 Olympic Games Sweepstakes gives issuers a one-of-a-kind opportunity to translate the emotional power of the Olympic Games into increased card usage and cardholder loyalty. This summer's Olympic Games is a unique opportunity to give cardholders a chance to win a trip to the 2016 Olympic Games in Rio de Janeiro, Brazil. This promotion runs from March 1 until April 30, 2016 to get Visa cardholders excited about the Olympic Games, which will be held from August 5 to 21, 2016.

Benefits of Participating

The Olympics bring the world together to celebrate people at their best. It is a time of possibility and potential, and fans want to be a part of it. By aligning with Visa and the Olympic Games, you are building on the leadership and excellence of both institutions as well as giving your cardholders another compelling reason to use their Visa cards: the chance to win a trip to the Rio 2016 Olympic Games in Rio de Janeiro, Brazil.

As the world's biggest sporting event, the Olympic Games provide an unparalleled marketing platform. The Visa Rio 2016 Olympic Games Sweepstakes helps your institution showcase your products in a relevant and dynamic way. The mass appeal of the Olympic Games gives Visa and issuers an ideal platform to create relationships with millions of fans as they cheer their favorite athletes.

Visa's Olympic sponsorship has a powerful reach:

- Thirty-seven percent of consumers say they would be more likely to consider an Olympic sponsor's products or services.
- Visa was one of the top two brands that received the biggest consumer perception boosts among the official sponsors at the Sochi Winter Olympics.

The Olympic Games are a boost to national pride and a source of inspiration:

- National team success, especially winning medals, provides many people their most memorable moments of the Games.
- Seventy percent agree that "athletes inspire people to be their best in their everyday lives."

MAP makes it easy for your credit union to participate in this turnkey promotion and leverage the benefits of the Olympic Games. Order or download market-ready promotional materials that can be customized with your credit union's logo or card artwork. To get started or for more information, contact Karl Kaluza at 866-598-0698 x 1618 or email at karl.kaluza@mapacific.com.

Fed to offer Faster Payments

After launching a number of initiatives to improve the payments infrastructure in the US, the Federal Reserve issued a report on its progress earlier this week. The Fed made a few announcements worth noting:

Faster payments: NACHA - The Electronic Payments Association recently voted to implement and mandate same-day ACH payments beginning this September. The Fed noted that the firm will be assessing solutions to implement this based on ubiquity, efficiency, safety and security, speed, legality, and governance-related ability, and plans to publish a report with a more concrete proposal next year. The central bank also wants to finalize and release operational details related to enhancing its own same-day services to support NACHA.

Payment efficiency: The Fed's task forces also want to improve business-to-business (B2B) payments both domestically and across borders, and is looking to solidify a timeline to implement a financial messaging standard called ISO 20022 for all US wire transfers. The system would help create a common global "language" for financial communication, which could make implementing faster payments simple in a variety of cases.

Implementing faster and more efficient payments will bring the US up to speed with many of its peer nations. Currently, the US uses an ACH system that can take multiple business days to clear a bank transaction. Other developed countries, however, have more progressive payment systems. For instance, The UK launched the UK Faster Payment service in 2008, allowing UK citizens to receive mobile and online payments within minutes.

Industry News

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bite of their businesses. And respondents don't expect it to be a small bite; incumbent financial services providers believe that 23 percent of their businesses could be at risk from fintech developments. Fintech providers themselves are confident they can take an even bigger chomp, estimating they can capture a full one-third of incumbents' business, according to the report. Pressure on profit margins was rated the top threat posed by fintech to traditional FSPs; for instance, the movement to cloud-based platforms decreases upfront and ongoing infrastructure costs, the report noted.

Visa News

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sellers like Kohl's, Best Buy, Shutterfly, and Lands' End, use the service. The company is in talks to give new European partners access to the service following the Visa Europe deal.

Starbucks: The Starbucks mobile app now supports Visa Checkout as an additional option for users to reload the stored value on their Starbucks card. Visa Checkout's frictionless process could encourage reloads and therefore mobile payments activity.

- Services like Visa Checkout make buying on mobile much more seamless. On Visa Checkout, 69% of purchases are completed, compared to 41% online overall.
- That could further increase Starbucks' mobile purchasing dominance. By giving Visa cardholders an easier way to reload their Starbucks account, pre-existing Visa cardholders might be inclined to begin paying by app more often.

Visa Checkout could be especially popular among Android users of the Starbucks app, who currently lack convenient one-click purchasing options like Android Pay. Apple users, on the other hand, currently have Apple Pay as a card reload option. Other quick-service restaurants (QSRs) are also implementing one-click reloading options into their apps. Taco Bell added Visa Checkout support in August, and Dunkin' Donuts plans to add it after its mobile order-ahead pilot.

In tech we trust.

The Economist has released a new report from the publication's Intelligence Unit, "Retail Banking: In tech we trust." The report asserts that the digital revolution has moved from existential threat to potential survival strategy for the world's financial institutions.

According to the report, for the first time, the post-crisis regulatory squeeze no longer tops the list of retail banking trends. Financial institutions now face a more pressing issue: financial technology (fintech) and the rise of non-financial sector competitors. *The Economist* asserts that financial institutions are risking their own existence if they choose to ignore the rise of smartphones and the proliferation of real-time, low-cost competitors.

The scale of disruption is unprecedented, across every market, every distribution channel and every single product line. Fintech poses a potentially fatal risk and will be a severe test for IT systems and their ability to respond to rapid changes in customer expectations, short product development times and growing cyber risks.

Discussions now center on just how quickly and how far transactional banking will be unbundled and margins slashed. Strategically, banks have a number of potential responses; the correct path is not yet clear-cut. Some institutions are building their own technological solutions, where resources allow. Others are buying the fintech upstarts outright, a quicker but increasingly expensive option to molly-coddling fintech hubs. Partnering or opening up bank platforms to give third parties access to customers are two other strategies that are gaining ground.

The question is who will survive the disruption. Trust and customer experience are at the heart of the battle. Even if access to information is eased, tougher data protection and liability rules may delay the death of the banking laggards. Customer apathy may buttress their market share for a few more years.

In the meantime, many are letting the fintechs burn cash experimenting with what works. In order for that strategy to work, traditional financial service providers must ensure that they have the resources and architecture to embrace emerging channels, products and services quickly. Failure to do so will leave them as mere "dumb pipes," providing the infrastructure for others, with few touchpoints to drive growth and higher-margin cross-selling.

To gauge the pace and extent of this revolution, *The Economist* surveyed 203 senior retail banking executives around the world about customer expectations and regulatory and technological developments. The key findings are as follows.

The banking world of the future. By 2020 bankers expect the banking environment to be shaped strongly by technology and non-traditional competitors. They believe that retail peer-to-peer (P2P) lending will be available via banking platforms (65%); retail banking will be fully automated (64%); and more money will flow via fintech firms than traditional retail banks (57%).

Profits face multiple attacks. Business models must adapt to survive. Individually, the "scare scores" attached to changing customer behavior (22%), new entrants (26%) and new technology (24%) are significantly lower than in previous years; collectively, however, they still represent a significant threat.

A multi-headed monster. That competitive threat will come from many quarters. Apple Pay and its ilk (20%) and other non-financials (20%) may yet emerge to really upset the traditional banking sector. As keen as regulators are to encourage competition, new banks are seen as less of a threat (16%). Robo-advisers could lure away more profitable, wealthy (and the not-so-wealthy) clients (17%), and P2P lenders attract dissatisfied borrowers and savers (21%).

Regulators still watching. The too-big-to-fail rules are almost complete, but there is still plenty to keep compliance departments busy. Regulators now have time to cast an eye over consumer protection issues, with product design and transparency (24%) and fines and recompense orders (19%) still in play.

Banks are adapting. Bankers see three main areas that they must change in order to survive: adapting the role of the branch network (36%); getting the right talent (35%); and modernizing their technology (31%). Banks still have the relationships and the data, but can they maintain and build on that advantage?

Letter from the CEO

As concepts go, Big Data is one from which it currently seems difficult to escape. The term refers to collections of data sets that are very large and complex, and as such resist attempts to process or manage using traditional methods. More recently, the term has also come to encompass the use of specialized analytical techniques and computing tools to analyze these large and complex data sets.

Cyndie Martini
President/CEO

From a payments perspective, we understand the opportunities and pitfalls that come from managing large and complex data sets. We recognize that all this aggregated information is something very usable to credit unions in identifying and understanding trends, patterns, and causes-and-effects. Today, we are eliminating the demand for guessing with regards to marketing, fraud, asset allocation and, most important, the needs of members by providing state-of-the-art insights through our Big Data solutions.

The major drivers for credit unions to deploy Big Data projects are similar to those cited by others in the industry, including improved member experience (60 percent), acquiring new members (54 percent) and keeping up with competition (41 percent).

We recognize a keen desire by credit unions to have better insights into their membership, competitive position and the cost of doing business. That's why we have invested in solutions to help credit unions make better decisions and better use of their available resources.

MAP is leading the way in top-of-the-line data and analytical platforms for credit unions. Our suite of solutions supported by our team of payment veterans will help credit unions work smarter and drive improvement. This offers our client institutions the ability to take a vast repository of information and churn out analytical insights and predictive solutions in real time, allowing for superior evidence-based decision-making, which is ultimately the goal of collecting so much data.

If your goals for Big Data are better member relations, maximized returns, improved risk management, and greater operational clarity and transparency, we encourage you to contact MAP for the tools and resources necessary to service the unique needs of your institution and membership.

At MAP, we strive to make our clients more competitive by providing payments solutions that best serve their members. Our success comes from providing cost effective, best-in-class solutions for our clients. For more information about how MAP can best serve you and your institution, feel free to call me, 1-866-598-0698, ext 1610 or email me at cyndie.martini@mapacific.com.

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16000 Christensen Road, Ste 200
Seattle, Washington 98188

Phone: 1.866.598.0698
Fax: 206.439.0045
Email: info@mapacific.com