

○ CASE STUDY

# Typewriter Transformation: Enhancing Credit Union Digital Innovation Through Proactive Managed Services

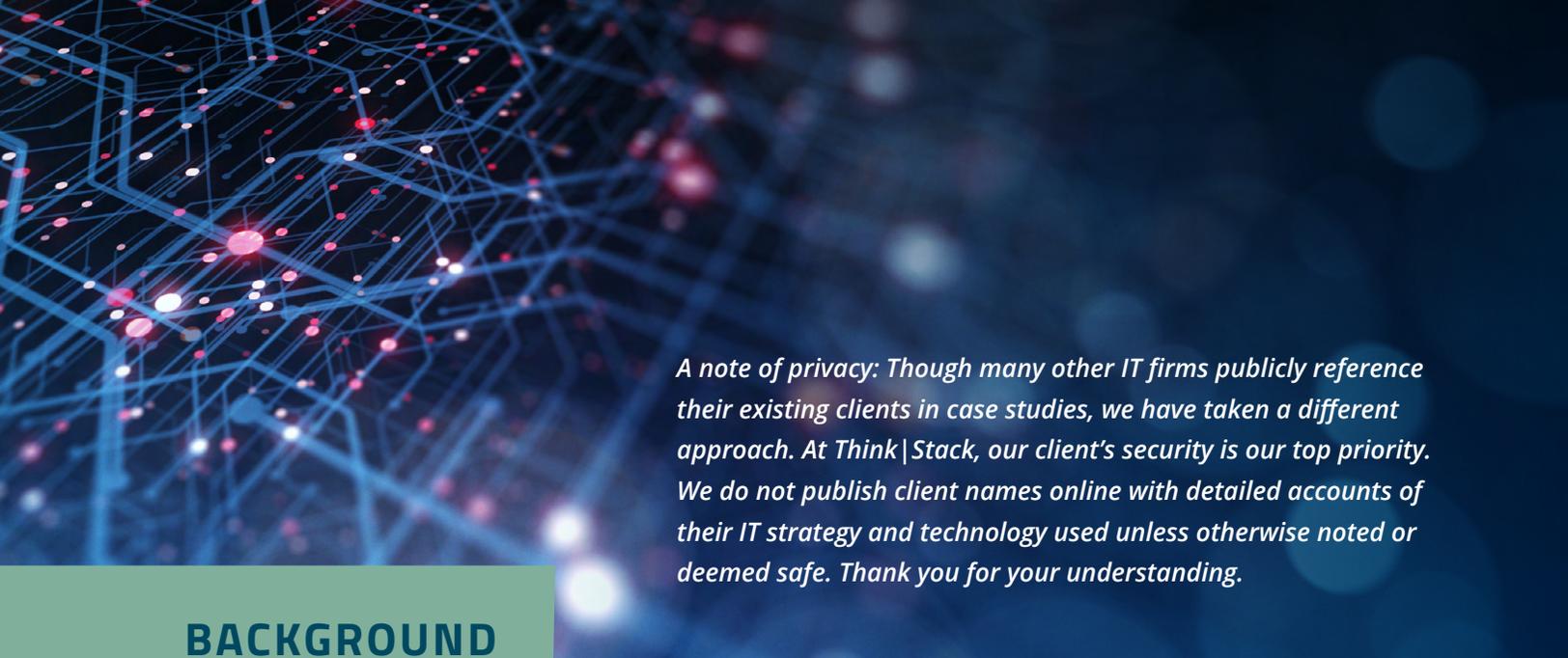


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*A note of privacy: Though many other IT firms publicly reference their existing clients in case studies, we have taken a different approach. At Think|Stack, our client's security is our top priority. We do not publish client names online with detailed accounts of their IT strategy and technology used unless otherwise noted or deemed safe. Thank you for your understanding.*

## BACKGROUND

A credit union in the southeast United States has always been proud of its long history of serving its community. With a unique mix of charm and world-class financial services, the credit union managed more than \$260 million in assets and enjoyed helping more than 22,000 active customers with their banking needs.

The credit union took pride in working directly with its customers in its branch locations, guiding them through complex decisions and providing hands-on assistance with a range of financial products and services.

However, when a new CEO took over the credit union in 2011, the credit union began to evaluate its current infrastructure and enterprise technology to identify new and more efficient ways to serve its customers.

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**\$260 MILLION+** in assets



Helped more than **22,000** active customers



## THE PROBLEM

# Legacy Technology and Inefficient Infrastructure

Right away, the new leadership team noticed the negative impact of legacy technology infrastructure, ranging from malfunctioning debit card systems to slow and inefficient financial tools, including old, specialized typewriters to handle some in-branch documentation.

Yes, you read that correctly. They had vintage typewriters in house—and not for display. The new CEO walked into the credit union on his first day in 2011 and was greeted by an unfamiliar sound. He paused, looked around to determine a source, and then the odd, repetitive clicking noise registered. It was the sound of a typewriter.

*Change was imminent.*

This out-of-date technology slowed the credit union's ability to transform its business, and on top of that, the credit union was spending too much time and money on managing its infrastructure. These issues were further compounded by a lack of in-house staff with the time or the breadth of skills needed to maintain an aging technology platform.

Finally, with so much time and resources going toward maintaining an old technology ecosystem, the credit union wasn't able to adequately prepare for or implement new technology to advance its business or provide new services for its members.

For example, the credit union wanted to take advantage of the efficiencies and advanced features that come along with the Amazon Web Services (AWS) cloud—especially backup and recovery solutions and remote productivity and collaboration tools. New technology and enhancements like these could help the credit union find new ways to engage with members and develop new tools to find and convert new clients, and keep employees connected no matter where and when they work.

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## THE SOLUTION

# Implementation of a Scalable AWS Cloud Infrastructure

“We immediately saw an increase in monthly revenue just by making the switch from typewriters to digital tools. The small switch proved that technology was the future and we needed to embrace it. That’s when we hired Think|Stack and started on our digital transformation journey” - CEO

When considering the transformation ahead of the organization, the CEO of the credit union offered this advice to others in the same position: “Ask yourself, what is your time really worth? Focus on what you’re good at, focus on your business, and hire out the rest.”



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The credit union's business has always been about using technology to serve its members, so Think|Stack helped with the design, deployment, and configuration of a scalable AWS cloud infrastructure. Not only did this help to lessen the burden on the credit union's in-house technology staff, but it also allowed them to easily and quickly introduce new technology and features to improve their processes and operations—while remaining competitive and compliant.

All of these services were paired with Think|Stack's comprehensive managed services, which included access to technical experts with years of experience as well as the latest hardware and software that the credit union could not access on its own. Embracing Think|Stack's proven process to design, build, secure, automate, optimize, and continuously educate has allowed the team to safely evolve their technology.

Additionally, instead of a disparate technology deployment that varies from site to site, the credit union now benefits from a unified technology environment that increases productivity, improves communication, and provides faster response times for customers.

## THE RESULTS

# Providing a Foundation for Continued Digital Innovation

Put simply, the credit union's new technology platform is more resilient, secure, and adaptable.

They realized that everything about their business touches technology. From the internal processes to the delivery of customer experiences. This enabled a change of mindset throughout to be a tech company that delivers financial services.

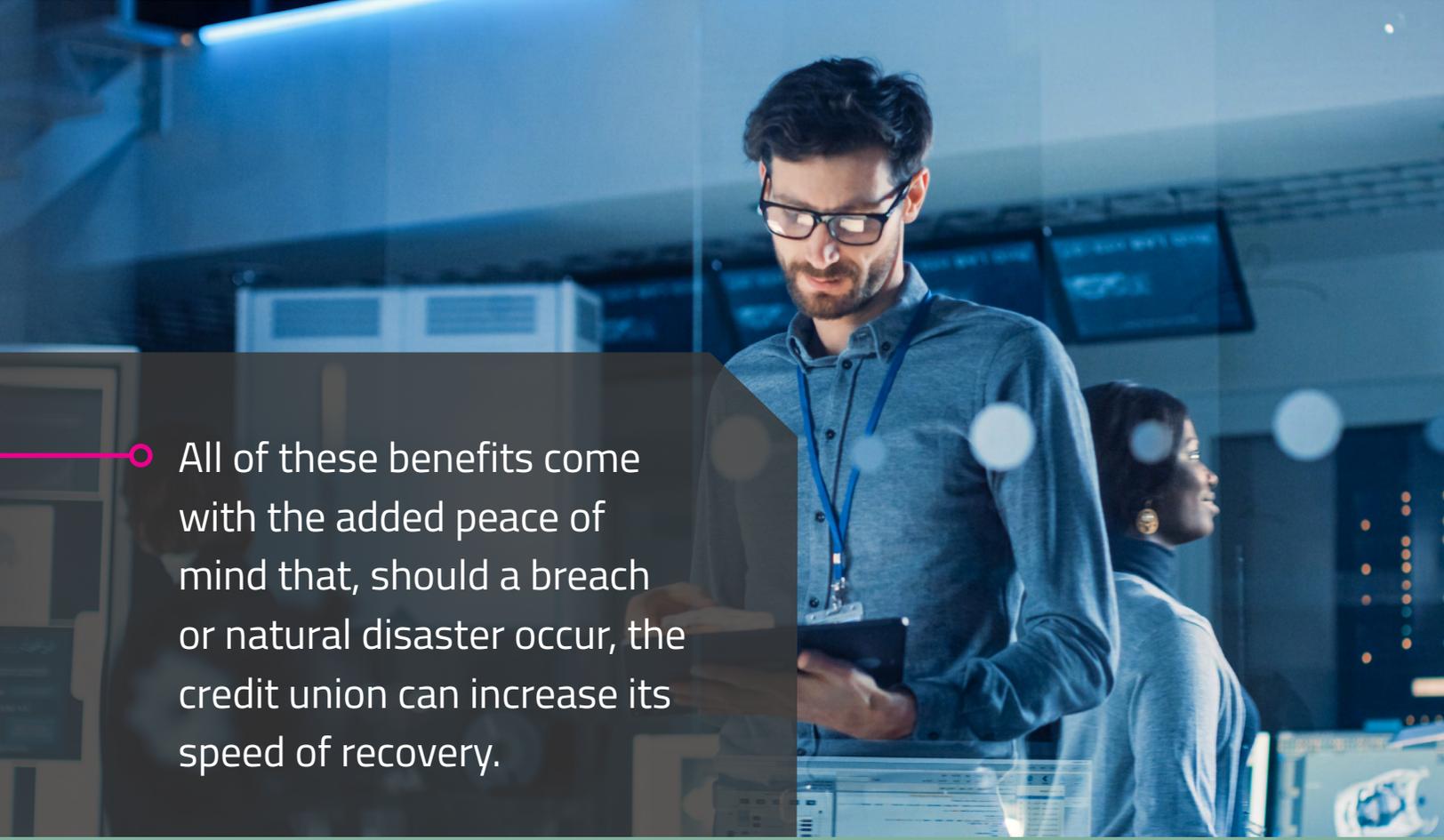
Technology has become the foundation of the credit union. It plays a key role in all current and future decisions, and is the driving force for continuous innovation.

- "Our credit union has worked with Think|Stack since 2013, and the partnership has evolved our IT infrastructure beyond what we originally planned. The team at Think|Stack is highly responsive to our needs and works with our team strategically to ensure we are aware of the constant evolutions related to IT and the impact on our industry. I could not ask for a better partner."

- CEO, Credit Union

Thanks to a combination of Think|Stack's 24/7 support and access to skilled consultants, the credit union's employees have more time, energy, and resources to focus on their mission and strategic initiatives. Also, by leveraging Think|Stack's experience as an Amazon Partner Network (APN) Advanced Consulting Partner and the cost savings that come with AWS's cloud-based solutions, the credit union spends less money on implementing and maintaining new network and storage infrastructure while also benefiting from the constant patching and vulnerability management that comes with working with a managed services partner.

And, as new applications, technology, and services are released, the credit union can pilot and test solutions quickly to see if they are appropriate additions to its enterprise. All of these benefits come with the added peace of mind that, should a breach or natural disaster occur, the credit union can increase its speed of recovery while ensuring data security for its members.

A man with dark hair and glasses, wearing a blue button-down shirt and a lanyard, is looking down at a tablet device. He is standing in a server room with blue ambient lighting. In the background, there are server racks and another person, a woman, is partially visible, looking towards the right. The overall scene is a professional, tech-oriented environment.

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## THE FUTURE

# Ready for the Challenges That Lie Ahead

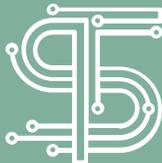
The partnership with Think|Stack has created a platform from which technology can continue to help the credit union increase productivity, maintain compliance, enhance security in light of evolving threats, and scale its infrastructure up or down as business needs dictate. With just one call, the credit union can seek advice from Think|Stack's technology experts or add or modify existing services.

This change in perspective on how technology can be used throughout the organization continues to drive more questions about what else the credit union can do faster, more efficiently, and better. The credit union and Think|Stack are also constantly thinking about additional ways technology can be used to help grow the credit union's business and introduce services that are not only relevant to the banking experience but also easy, intuitive, and secure.

Along the way, Think|Stack continues to educate clients from across the credit union industry about the benefits of technology, cloud computing, and managed services in keeping their business compliant and ready for the next generation of financial services.

"Our business isn't a ledger sheet anymore. Our business is technology. We are a credit union who uses technology to deliver financial services."



THINK  STACK

**Contact us to learn more.**

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