

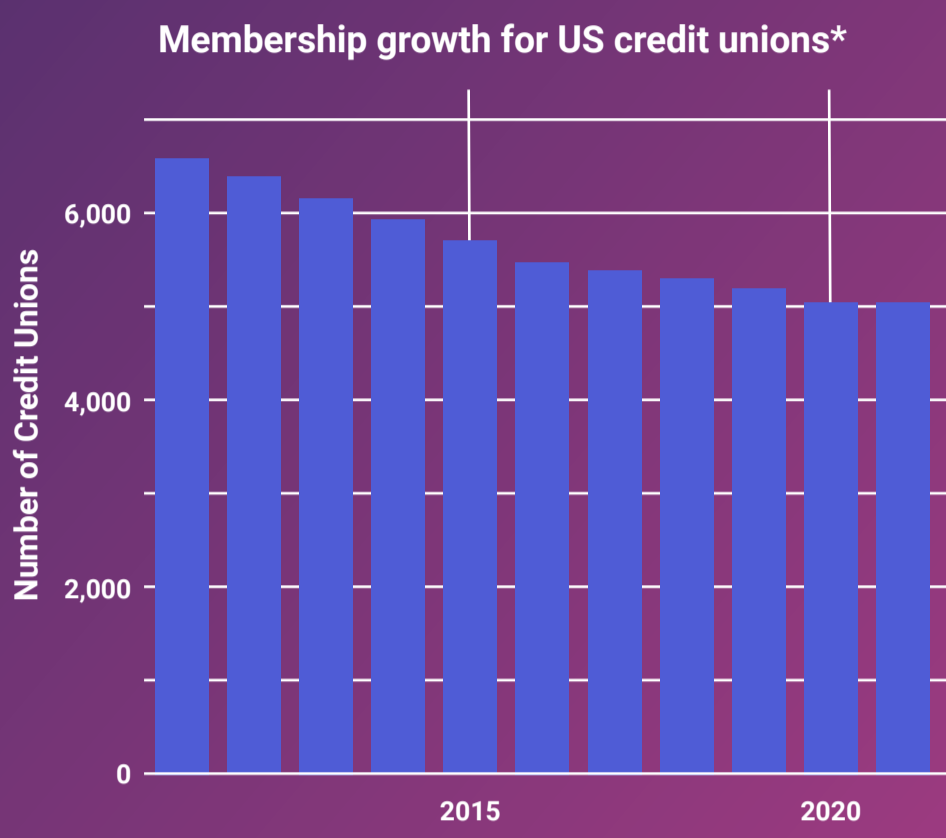
Leading the way into the future - Why the time for change is now.

In just over 170 years, the credit union has evolved from its roots as a provider of microfinance for under-served consumers, into the powerhouse of innovation that it is today.

Double down on digital to meet member needs

U.S. credit union membership has climbed sharply even as the number of credit unions has fallen in recent years

The falling number of credit unions in operation, combined with an increase in the number of consumers seeking to join credit union membership, spells an opportunity for these financial institutions. However, attracting and retaining those members will increasingly rely on innovation, as digital capabilities capture the minds and wallets of the American public.



5,001
Credit unions in the US in 2021

-1.8%
Credit unions in the US business growth in 2021

-1.9%
Credit unions annualized business growth 2016-2021

* Source: <https://www.ibisworld.com/industry-statistics/number-of-businesses/credit-unions-united-states/>

An exceptional year

The pandemic delivered a lesson in why innovation and agility are key to credit unions success

As social distancing mandates and stay-at-home orders changed the face of society, thirty-four percent of consumers increased their usage of banking apps.

Americans began using financial apps more during COVID pandemic**

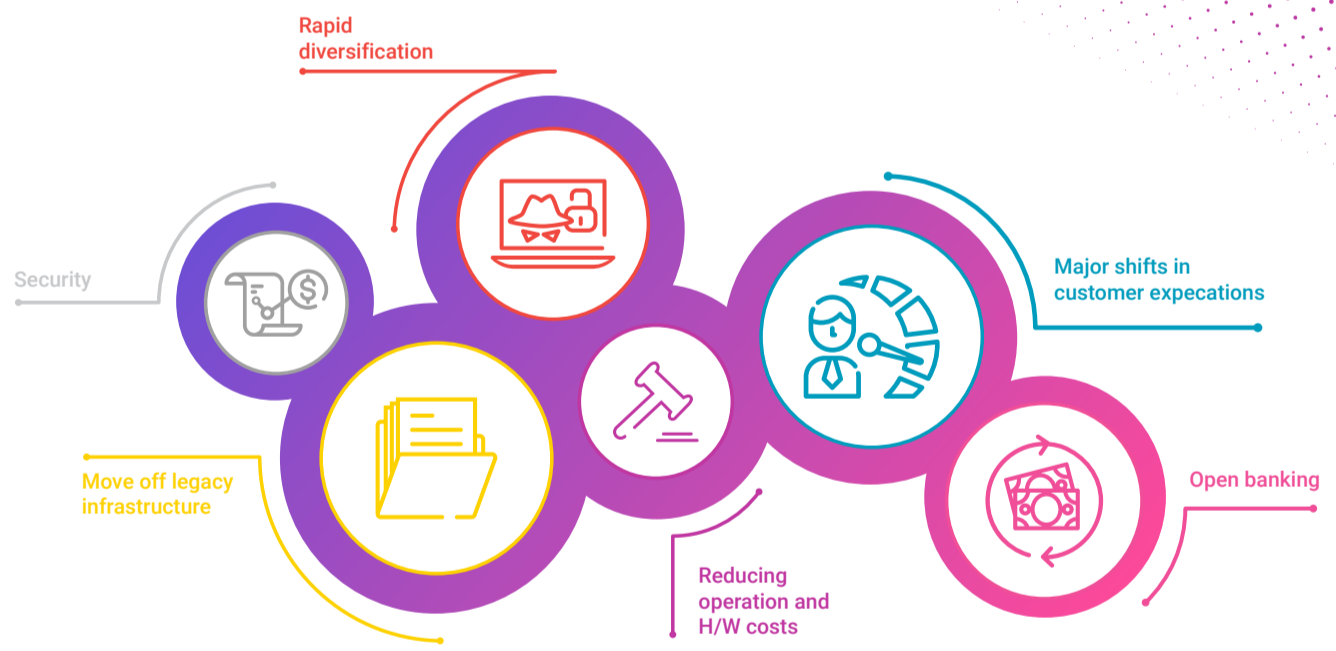


** Source: Plaid © September 2020 [The Financial Brand](#)

Taking the digital initiative

The world is changing – less physical more digital

Changing member expectations and market demands directly impact member service, profit, agility, and efficiency. To thrive in the current climate, credit unions need to respond quickly and needing to double-down on their commitment to innovation and agility while continuing to pay close attention to changing expectations.



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We think it's important to address the need to change head-on with our customers. We tell them, "This is what the industry is doing and you have to get on board." Usually, they agree. Then we show them how Finastra solutions can relieve their SMEs from their daily jobs and increase the credit union's overall efficiency. Everything we show them is driven by our customers' experiences, and we have the stats to back it all up."

Milind Pathak
Senior Director, Product Management, North America, Core Banking Platforms and Integration, Finastra

Taking the digital initiative

Generations like Millennials and Gen Z in particular, choose their primary financial services provider based on how well its mobile tools support their lifestyles

Sixty-five percent of consumers would be willing to move their financial accounts to Amazon, while fifty-eight percent would trust Google with their financial management.

Credit unions must accelerate digital change to keep pace with expanding competition and rising consumer interest.

Consumer willingness to buy financial products from big tech players***



Respondents who trust big tech players to handle their financial needs

*** Source: <https://www.mckinsey.com/industries/financial-services/our-insights/inflection-point-seven-transformative-shifts-in-us-retail-banking>

Discover how Finastra helps Credit Unions to make the leap to a modern cloud-based core and gain the agility needed to let members lead the way into the future.

Finastra is unlocking the power of finance for everyone by creating a platform for open innovation in the world of financial services. To find out more, visit finastra.com