



## CASE STUDY

# Alaska USA Diversifies its Commercial Lending Portfolio and Attracts New Members



Fusion LaserPro has been a huge contributing factor to the success of our expansion outside of Alaska.”

**Vilma Chavez**

Vice President,  
Commercial Services Administration,  
Alaska USA Federal Credit Union

**(THE FUTURE OF  
FINANCE IS OPEN**

The background of the page is a scenic photograph of a snow-capped mountain range under a clear blue sky, with a green, grassy field in the foreground. A large, stylized graphic of a white and purple ribbon or wave curves across the middle of the page, partially obscuring the mountain view.

**AlaskaUSA**<sup>®</sup>  
Federal Credit Union

## At a Glance

### Solution

- Fusion LaserPro



We've seen Fusion LaserPro go from strength to strength. Finastra is quick to adapt the solution to new regulatory changes and is always enhancing its features to ensure an excellent user experience.”

### Robert McNaughton

Executive Director,  
Business and Commercial Services,  
Alaska USA Federal Credit Union

### About Alaska USA Federal Credit Union

Established in 1948, Alaska USA Federal Credit Union is a non-profit, member-owned financial services cooperative with more than \$7.95 billion total assets. The credit union operates 75 branches located across Alaska, Arizona, California and Washington, and serves members living in all 50 states. With a full range of financial services, members have everything in one place, including checking and savings accounts, commercial loans, and credit cards.

### The Challenge

As competition heats up in the credit union sector, Alaska USA looked to grow its member base by launching a new commercial lending division and opening up additional branches across the USA. To support this goal, the credit union set out to find a robust, reliable lending management solution that would enable it to offer convenient, compliant services to more members in new states.

### The Solution

Alaska USA selected Finastra's Fusion LaserPro as the platform to help it bring its new commercial lending offerings to market. Integrated with the credit union's core banking system, Fusion LaserPro enables the institution to book, manage and monitor a wide variety of lending services quickly and efficiently.

### The Result

With Fusion LaserPro supporting its expansion goals, Alaska USA has significantly diversified its commercial loan portfolio. Today, 69 percent of its commercial lending activities take place outside Alaska, compared to just 10 percent five years ago—and 16 percent of its loan portfolio is now based in states in which the credit union has no branches. What's more, Alaska USA has reduced the time taken to process a loan from one hour to just fifteen minutes—helping the institution provide rapid, reliable member service every time.

[alaskausa.org](http://alaskausa.org)



**Fusion LaserPro is considered the industry standard loan management solution by our partners in the Alaskan commercial banking sector.”**

**Vilma Chavez**

Vice President, Commercial Services Administration,  
Alaska USA Federal Credit Union

## **Alaska USA meets members' demand for competitive, convenient commercial lending services with Fusion LaserPro**

### **Branching Out**

For over 70 years, Alaska USA has empowered members in Alaska to achieve their personal financial goals by supporting them with competitive, community-led banking services. In recent years, as the Alaskan banking market has become more competitive, Alaska USA saw an opportunity to spur growth and diversify its operations by providing commercial lending services to new members in other states.

Vilma Chavez, Vice President, Commercial Services Administration at Alaska USA, says: "In 2014, 90 percent of our commercial lending operations were concentrated in Alaska. While we were proud that business was strong in our home state, we wanted to broaden our loan portfolio and reach out to potential members across the USA."

Since each state government requires credit unions to adhere to its own unique set of regulations, finding a way to provide compliant, consistent lending services across multiple states was essential to Alaska USA's expansion goals.

Robert McNaughton, Executive Director, Business and Commercial Services at Alaska USA, adds: "We knew that scaling up our commercial lending activities would be a complex task. We would have to establish an effective method of monitoring and servicing a wide variety of loans with sophisticated terms and conditions. Managing that complexity would be critical to ensure that we could comply with federal and state regulations while staying committed to the financial wellbeing of each of our members."

### **Reliable Lending Management**

After carefully evaluating a variety of options, Alaska USA chose to support its commercial lending strategy with Fusion LaserPro from Finastra.

Vilma Chavez continues: "Fusion LaserPro is considered the industry standard loan management solution by our partners in the Alaskan commercial banking sector. The solution makes creating consistent and compliant loan documentation easy, no matter which state we operate in. It comes packed with a wide array of loan templates that we can quickly adapt to our specific lending policies."

Working with Finastra Global Services, Alaska USA integrated Fusion LaserPro with its core banking system, helping the credit union to streamline its back-office functions.

Robert McNaughton adds: "Fusion LaserPro links up seamlessly with our third-party core banking solution, which means that we can quickly transfer data between the two systems. This integration eliminates the need to input the same data into multiple systems and helps to reduce errors."

"We've used Finastra solutions for over 15 years now. Throughout that time, we've seen Fusion LaserPro go from strength to strength. Finastra is quick to adapt the solution to new regulatory changes and is always enhancing its features to ensure an excellent user experience."

### **Unprecedented Growth**

Alaska USA has diversified its member base with tremendous success by opening branches in new states and encouraging more people to enjoy the benefits of affordable, locally driven lending services.

"Today, 69 percent of the institution's commercial loan portfolio is with members from states outside Alaska—up from just 10 percent five years ago," says Vilma Chavez.

The credit union has not only successfully introduced lending services at its branch networks in Arizona, California and Washington, it has also taken its community online. Today, 16 percent of Alaska USA's commercial lending portfolio is made up of members who live in states where the institution has no branches.

Vilma Chavez comments: "Fusion LaserPro has been a huge contributing factor to the success of our expansion outside of Alaska. The Finastra solution enables us to adapt our lending products to the specific regulatory requirements of each state, which makes launching operations in a new market much easier and much less costly."

Robert McNaughton comments: "With help from Fusion LaserPro, we have grown our lending operations by 49 percent over a one year period—which is almost double our initial target. As we continue to expand our operations, we should be able to increase this figure even further."

Fusion LaserPro is also improving the life of employees at Alaska USA, reducing the amount of time they spend on mundane processes.



## Alaska USA plans to build on its close partnership with Finastra to drive continuous development in the years ahead



**We value the fact that Finastra proactively listens to its clients to see how it can adapt and develop Fusion LaserPro.”**

### **Vilma Chavez**

Vice President,  
Commercial Services Administration,  
Alaska USA Federal Credit Union

“By integrating Fusion LaserPro with our core banking system, we’ve reduced the time taken to book a new loan application from one hour to just 15 minutes,” explains Vilma Chavez. “That means our employees can spend 75 percent more time nurturing member relationships instead of filling out forms.”

### **Collaborative Partners**

For over a decade, Alaska USA has worked closely with Finastra to ensure that the mission-critical systems supporting its commercial lending department run smoothly.

Robert McNaughton says:  
“Finastra has supported us throughout the implementation of Fusion LaserPro and went the extra mile to train our employees to become power users. Whenever we have encountered any issues, the Customer Support team at Finastra has helped us to find a quick, effective resolution, so we can stay focused on our strategic business objectives.”

As long term users of Fusion LaserPro, Alaska USA is helping Finastra to continuously enhance and develop the solution.

Vilma Chavez concludes: “We value the fact that Finastra proactively listens to its clients to see how it can adapt and develop Fusion LaserPro. We’re pleased to be a part of that conversation and look forward to continuing to work with Finastra to find new ways to bring fair, affordable and community-driven financial services to more members.”

### **About Finastra**

Finastra unlocks the potential of people and businesses in finance, creating a platform for open innovation. Formed in 2017 by the combination of Misys and D+H, we provide the broadest portfolio of financial services software in the world today—spanning retail banking, transaction banking, lending, and treasury and capital markets. Our solutions enable customers to deploy mission critical technology on premises or in the cloud. Our scale and geographical reach means that we can serve customers effectively, regardless of their size or geographic location—from global financial institutions, to community banks and credit unions.

Through our open, secure and reliable solutions, customers are empowered to accelerate growth, optimize cost, mitigate risk and continually evolve to meet the changing needs of their customers. 90 of the world’s top 100 banks use Finastra technology.

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