

Product Investments and Strategic Initiatives Fuel Client Growth for Trellance

Credit union data analytics and business intelligence leader completes significant product releases then triples the number of live clients using its signature M360 data platform

TAMPA, Fla., Dec. 23, 2019 / -- [Trellance](#), the leading provider of data analytics and business intelligence solutions, professional services and consulting for credit unions, today announced significant upgrades to its signature M360 data platform. Following its acquisition of OnApproach earlier this year, Trellance has increased product investment, completing four product releases and tripling the number of live clients using the solution.

The enterprise M360 platform is the enabling engine behind digital transformation and member experience initiatives for credit unions. Organizations use the company's solution to integrate multisource data through a structured connector that standardizes data elements. The recent product releases have led to faster data loads and shorter implementations.

"Addressing credit union and member needs through data is an important part of our approach," shared Kurt Schmidt, vice president of information technology at Capital Credit Union. "Data initiatives can be complicated, and Trellance provided interactive training that proved very valuable to our staff. Now that we have our core data in one place with one format, we're eager to take our analytics program to the next level."

Member-owned financial institutions are using data flowing through M360, together with predictive models and insights-led analytics, to meet new consumer finance expectations. With nearly two thousand data fields mapped across the most prevalent core financial processing systems, the company's patented common data model sets the industry standard. The number of mapped data fields continues to rise with each new product release.

"Technology has accelerated the maturity of data management practices in the financial services industry," stated Tom Davis, president and CEO of Trellance. "With continued product investment and delivery, the amount of data and the number of clients on the platform have both risen rapidly. We are seeing significant interest among credit unions who view data as an essential part of their growth strategy."

The M360 enhancements are immediately available. To meet the evolving needs of the industry, Trellance expects to increase investments in research and development in the coming year.

Learn more about data analytics, professional services, and consulting from [Trellance](#).

About Trellance

Trellance is the leading provider of data analytics and business intelligence solutions, professional services and consulting for credit unions. The company's solutions and services, together with the patented common data model of its signature M360 product, are used by credit unions to find actionable insights, improve member experience and achieve portfolio growth. Founded in 1989, Trellance is headquartered in Tampa, Fla. and serves more than 1,500 organizations throughout the United States.

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