FIRST TECH FEDERAL CREDIT UNION PREDICTS A 500%+ ROI BY SWITCHING TO SNOWFLAKE

FINANCIAL SERVICES

First Tech

COMPANY First Tech Federal Credit Union
LOCATION San Jose, California

SNOWFLAKE WORKLOADS USED

DATA ENGINEERING | DATA LAKE | DATA WAREHOUSE | DATA SCIENCE | DATA APPLICATIONS | DATA SHARING

First Tech Federal Credit Union serves the world's leading technology companies and their employees. More than 700,000 members rely on its personalized financial services and banking solutions. To enable a member-centric banking experience, First Tech ingests and analyzes large amounts of financial, operational, and customer data into their Snowflake Data Cloud.

STORY HIGHLIGHTS:

Improved member experience
Snowflake powers many BI and predictive analytics use cases that help First Tech serve its members, streamline operations, and manage risk.

Progress towards member 360 and hyperpersonalization
Building a 360-degree view of members provides a comprehensive understanding of each member, unlocks opportunities for leveraging AI, and enables First Tech to make highly relevant recommendations at scale.

Snowflake Partner Network
Integrations with Tableau, Dataiku, Talend, Informatica, and other Snowflake partners decrease time to value for less effort.

> " **Snowflake is not just another database vendor. They're building an analytics platform and thought leadership community that help us advance on the information management maturity curve."**
>
> **—JAY FRANKLIN,** Vice President, Enterprise Data and Analytics, First Tech Federal Credit Union

CHALLENGE:

Transforming data and analytics into a center of excellence
First Tech's legacy on-premises SQL Server data warehouse was unscalable, had poor uptime, and failed to deliver meaningful member-centric insights. The company partially implemented Hadoop but lacked a strategy or use cases for it. Consequently, business users performed time-consuming data wrangling in siloed systems instead of using the original data warehouse, creating inefficiencies and inconsistencies and inhibiting data-driven decision-making.

Seeking to transform data and analytics into a mature, enterprise-wide discipline, First Tech developed a new strategy. However, data warehouse performance challenges, combined with frequent downtime, led to missed SLAs that further eroded internal user confidence. "Adoption was low because we couldn't keep the data warehouse running, jobs weren't finishing in time, and data was missing," First Tech's Vice President, Enterprise Data and Analytics, Jay Franklin, said. Managing the environment diverted attention from higher impact projects. "We needed a fully hosted solution that was more than just a database—an analytics platform that could propel us into the future." Franklin's plan called for a built-for-the-cloud data architecture to serve as a single source of truth for reporting, BI, and advanced analytics.

SOLUTION:

A scalable platform for member insights
Realizing the need for a modern data environment, First Tech turned to Snowflake on AWS. Snowflake's multi-cluster shared data architecture and extensive network of connectors, drivers, and programming languages enabled First Tech to migrate its data, users, and workloads in less than four months. According to Franklin,

500%+	1,300	99%	700,000+
Expected ROI from company-wide adoption of Snowflake	Number of nightly workloads	SLAs met after re-architecting on Snowflake	Number of members served by First Tech Federal Credit Union

"We knew that to become more data-driven and member-centric, we had to start by having a complete, scalable, flexible, and usable data and analytics platform. We needed to shift our energy from managing a system to managing our data."

Ingesting all critical business data into Snowflake provided a single source of truth to power First Tech's BI and advanced analytics workloads. Transforming large amounts of data inside Snowflake eliminated ETL processing delays. Snowflake's fully managed infrastructure freed up technical staff to focus on increasing data analytics and personalization.

Due to its integrations with Tableau, Dataiku, Talend, and Informatica, Snowflake Partner Network accelerated First Tech's adoption of cloud solutions. According to Franklin, "Success with Snowflake made it easier for First Tech leaders to confidently move other tools to the cloud, making the whole end-to-end package more reliable, scalable, and highly available."

In addition, Snowflake's built-in security features satisfied financial industry compliance and risk management requirements, enabling First Tech to protect sensitive data and ensure data governance.

RESULTS:

Excellent member experiences and risk managed with data
Unified data in Snowflake supports many data analytics use cases, such as a holistic view of member interactions, better insights into cash flow forecasting, and prepayments analytics. Now, analysis of member behavior can be done in one highly available location. Snowflake enables the creation of personalized Tableau dashboards and reports to feed data to help frontline staff deliver personalized phone, video, and in-person interactions. Lenders will be able to rely on data from Snowflake to keep pace with demand for mortgage loans and track consumer lending performance against targets. Credit teams use Snowflake to understand and manage lending risks. Marketing staff can easily build campaign lists and track responses. "Now, data and analytics are mission-critical to what people do every day at First Tech," Franklin said.

> **Our advanced analytics team estimates Snowflake's ROI will be between 500% and 2,000% mainly from reduction of manual data wrangling and having a consistent data source and structure for analytics."**
>
> **—JAY FRANKLIN,** Vice President, Enterprise Data and Analytics, First Tech Federal Credit Union

Data-driven decision-making with predictive analytics
Snowflake enables First Tech to reduce third-party forecasting and modeling expenses by bringing predictive analytics in-house. First Tech's advanced analytics team sources data from Snowflake to build predictive models that simplify stress testing and capital planning. Cash inflow and outflow data models provide the capital markets team with timely insights for making investments and managing cash. Fraud analysts will be able to rely on predictive models to identify suspicious activity and anticipate the likelihood of fraud by joining data and interactions from multiple systems within Snowflake.

99% SLA achievement
Overcoming First Tech's data engineering challenges enables the data analytics team to achieve its SLAs 99% of the time while supporting twice as many nightly jobs—1,300 at the time of this publication and growing.

Making data highly available and reliable has increased the demand for data across the entire company. To maximize data's impact, Franklin's team is working on an initiative to ensure company-wide adoption of Snowflake by migrating older dashboards, workflows, and models so they are sourced directly from Snowflake, while training analysts and data scientists to optimize their use of Snowflake and encouraging executives to rely on insights built from Snowflake.

Embedded data and analytics everywhere
With Snowflake, First Tech is better equipped to proactively use data and achieve its goal of becoming more member-centric. According to Franklin, "We're beginning to embed data, analytics, and personalization into everything we do, which we couldn't do before Snowflake."

FUTURE:

Member 360, hyperpersonalization, and Snowflake Data Marketplace
Building a 360-degree view of members with Snowflake will provide a comprehensive understanding of each member, unlock opportunities for leveraging AI, and support First Tech's ability to make highly relevant recommendations at scale. "Personalization is about advice, guidance, and coaching rather than simply cross-sell, upsell, and marketing. Snowflake empowers us with the foundation to provide our members this service," Franklin said. Accessing live, ready-to-query data via Snowflake Data Marketplace will enrich member profiles. According to Franklin, "We have a long, exciting roadmap ahead with Snowflake. Having the ability to bring in all of our data sources, combine them, and view them from different angles is going to unlock many doors we haven't even considered yet."