



## **FOR IMMEDIATE RELEASE**

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### **Datava and Prodigy announce strategic partnership benefitting credit unions**

**Wheatridge, Colorado | Salt Lake City, Utah. – Tuesday, May 3<sup>rd</sup>, 2022**— Datava, a leading platform for member relationship management and business intelligence tools, and Prodigy, a modern and comprehensive core and cloud CUSO, are pleased to announce they have entered into a strategic partnership that is designed to better serve and benefit credit unions.

With FinTech’s playing an increasingly critical role in every aspect of business processes, credit unions recognize they need to stay on top of digital advancements to ensure they remain on the competitive vanguard. The Datava-Prodigy partnership will help credit unions do this by bringing together deep skills in business and technology strategy, an agile and collaborative approach to development and deployment, and an expertise in the industry that helps credit unions facilitate successful transformations.

The partnership provides credit unions choice without compromise. It combines a top-tier Member Relationship Management and Business Intelligence platform that does not require any internal management with an advanced, member centric and secure Core and Cloud provider that is robust, scalable, and affordable. Both are CUSOs and were designed specifically for credit unions.

“The Datava-Prodigy partnership is a powerful combination. Prodigy’s core and cloud technology in combination with Datava’s platform are uniquely complementary. This partnership will open new opportunities and help us each continue to generate industry leading technology that can truly transform a credit union’s infrastructure and drive more business impact and growth for our clients” said Gordon Flammer, Datava’s CEO. “We are very excited to be embarking on this partnership with Prodigy.”

Prodigy’s CEO, Amber Harsin shared, “Prodigy is thrilled to be partnering with Datava to offer a cutting-edge platform to our Credit Unions. In addition to having a beautiful, highly powerful system that marries perfectly with our modern, open architecture, Datava’s leadership, like ours, believes that credit unions are integral to the financial well-being of consumers. Together, we can empower Credit Unions to serve their members remarkably well.”

To learn more about Datava's platform, go to [www.datava.com](http://www.datava.com), review our booklet [here](#) or call (720) 837-3177. Datava is located at 3440 Youngfield Street, Suite 361, Wheatridge, CO 80033.

For more information on Prodigy's Core and Cloud Solutions, visit <https://www.cuprodigy.com> or call (801) 451-9101. Prodigy is located at 420 E. South Temple, Ste. 520 Salt Lake City, Utah 84111.

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### **About Datava**

Datava combines data integration, curation and analysis with relationship management, data visualization, and workflow tools to provide a suite of Member Relationship Management (MRM) and Business Intelligence solutions, built specifically for credit unions. Datava enables credit unions to deepen member satisfaction, grow revenue, reduce manual processes, and increase employee productivity without requiring any internal management, and at half the cost of any other solution on the market. Datava's modules include Relationship Management, Goals and Incentive Tracking, Onboarding Manager, Campaign Success Management, Referral Management, Indirect Lending, Business Intelligence, Loan Application Pipeline, SEG (Select Employer Group) Management, Outbound Prospecting, Predictive Analytics, Problem Resolution/Compliance, Learning Management Data Warehouse and more. On average, Datava's clients achieve an impressive 20% increase in new loan dollars and 50% increase in cross-sell. Learn more at [www.datava.com](http://www.datava.com)

### **About Prodigy**

With a modern, comprehensive, member-centric core, Prodigy is a CUSO that empowers credit unions with open, flexible, and affordable solutions. Our private cloud solutions are secure, robust, and scalable. Our per member per month pricing reflects this alignment and our desire to create value for the industry we love. We are 100% owned by 24 credit unions from California to New York with asset sizes from \$7 million to over \$500 million. Learn more at [www.cuprodigy.com](http://www.cuprodigy.com)

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