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Datava and Corridor announce a Strategic Partnership to Revolutionize Data and Decision Management for Credit Unions.

Wheat Ridge, CO, August 14, 2024 – Datava, a trailblazer in end-to-end data activation for credit unions, and Corridor, a next-gen decision analytics platform with a proven track record, are excited to announce a strategic partnership. This collaboration, backed by their extensive experience and expertise, is poised to reshape how credit unions and community banks leverage their data and decision-making capabilities to enhance and personalize member experiences, optimize and automate processes, and level the playing field with Tier 1 Banks and FinTechs.

The partnership will combine Datava’s end-to-end data activation platform with Corridor’s state-of-the-art decision workflow management platform, creating an integrated solution that empowers financial institutions to achieve unprecedented growth, proactive customer management, and operational efficiency. *“We are excited to partner with Corridor, as this collaboration allows us to deliver even greater value to credit unions seeking to enhance their member experiences and operational strategies,”* shared James Cartwright, Head of Sales at Datava. By integrating their technologies, Datava and Corridor will deliver comprehensive, AI-driven data strategy and advanced decision-making tools with robust compliance and governance to help financial institutions thrive in the digital era.

Key Benefits of the Partnership:

1. **Unified Data and Decision Management:** The integration of Datava’s data activation platform with Corridor’s decision management system will provide a holistic solution that simplifies data management and enhances decision-making processes.
2. **Enhanced Member Services:** Financial institutions can leverage advanced data-driven strategies, such as personalized product recommendations, targeted marketing campaigns, and real-time decision-making, to offer personalized, timely services to their members, significantly improving member satisfaction and engagement.

3. **Operational Efficiency:** The partnership will help credit unions and community banks reduce operational complexities, optimize employee performance, increase revenue, and drive better retention by streamlining and automating data and decision management.
4. **Regulatory Compliance:** Corridor’s expertise in platform-driven risk management and decision management workflows, combined with Datava’s comprehensive data activation platform, will ensure that financial institutions can maintain robust regulatory compliance and governance while driving controlled growth.

“I am very excited about this opportunity for Corridor and Datava to enable credit unions to rapidly transform decisions in a turnkey manner to best-in-class while managing costs and internal efforts optimally. We now have a ‘real’ option for credit unions to insource and own their full decisioning stack from Data -> Decisions -> Outcomes -> Activation while continuously innovating. That's transformational!” said Aditya Khandekar, Corridor’s Chief Revenue Officer.

Learn more about Datava at www.datava.com and Corridor Platforms at www.corridorplatforms.com

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About Datava:

Datava’s End-to-End Data Activation Platform empowers credit unions to unlock billion-dollar growth by managing the entire data journey—from collection to activation—with a single powerful platform. Datava can also effortlessly integrate with existing systems and connect all siloed or disparate data. Their data activation innovation ensures crucial, AI-driven insights and directives are delivered to the right staff member at the right time so they can serve members faster and better. Their platform can catalyze growth, enhance member satisfaction, optimize employee performance, and increase revenue. Learn more at www.datava.com.

About Corridor:

Corridor Platforms is a leading provider of proprietary decision workflow governance and automation software. The company’s decisioning platform was created by a team of highly-seasoned credit professionals leveraging the most advanced analytics and big data capabilities. The core leadership team comprises senior executives with decades of experience designing, underwriting, pricing, and managing multi-billion-dollar lending portfolios through multiple credit and recessionary cycles. Corridor Platforms Inc. is majority owned by its founders, with additional investment from [EXL Service](#) and [Oliver Wyman](#). Learn more at www.corridorplatforms.com. Learn more at www.corridorplatforms.com.

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