



 **DataMotion™ / SuccessStory**
Altra Federal Credit Union

Send It / Secure It / Control It
Cloud based data exchange for business

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CHALLENGE:

Protecting member privacy, competing with large financial institutions

SOLUTION:

DataMotion SecureMail
DataMotion SecureContact

Background

LaCrosse, Wisconsin-based Altra Federal Credit Union was established as a state charter in 1931 by thirty three employees and had \$179 in assets. Today the credit union reaches across seventeen locations nationwide and has 66,000 members with more than \$700 million in assets.

Altra is a full service financial cooperative committed to providing members exceptional service. From the CEO on down putting members first is priority number one at Altra and strategic to its growth. Maintaining and growing membership has been the key driver in fueling the explosive growth Altra is experiencing.

Requirements

Altra needed a solution that would:

- Securely exchange emails with members and partners, protecting members private data
- Be cloud-based
- Offer enterprise security on a small budget
- Be easy to use and maintain
- Work within Altra's comprehensive security plan
- Integrate with the company's website
- Grow with the company
- Promote the Altra brand

Challenges

Altra routinely needed to exchange documents such as account statements or loan applications with their members. Frequently those documents contain private member data, such as social security or account numbers that members expected would be kept private – and by law must be kept confidential. As a result the documents were exchanged the old fashioned way, through postal mail or special delivery – resulting in inefficient processes.

Gaining a competitive edge was also top of mind for Altra. They needed to offer the same or better level of security as large financial institutions, but had to do it with a small IT staff.

Members were also demanding easy to use, faster ways of interacting with the credit union. Because member account information is sensitive, that data cannot be transmitted over open email. So members phoned the call center and faxed or mailed the needed forms. The process was inefficient and expensive, and required a fully staffed call center.

"By using DataMotion's technology we have reduced costs and increased productivity as well as compliance," said Brian Boettcher, Vice President and CIO. "Secure communications using DataMotion's services are now an essential component of our competitive strategy."

“SecureMail streamlined the way we work, resulting in increased productivity and happier members,” says Boettcher. “It enables us to compete with much larger organizations.”

Solution

After extensive research for a secure email solution, Altra began using DataMotion SecureMail. They chose SecureMail because of the system’s ease of use and its ability to grow with the company. By using SecureMail in their existing Outlook email client, Altra can easily send emails to members containing confidential data, and be assured the member data and documents are being sent back and forth securely – even if the member does not have secure email technology themselves.

Last year, Altra expanded its DataMotion solutions to include SecureContact. The solution integrates seamlessly with Altra’s website, leverages corporate branding and enables customers to securely email Altra directly. With SecureContact, when a customer is interested in sending private information, they no longer need to call the call center first to alert them to a fax or mail, eliminating several steps in the process, and reducing call center calls.

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Additional Uses

The internal payroll department was faxing sensitive employee information to their service provider. Now they use SecureMail and have become Altra’s biggest user of the technology saving them time and money.

Altra used to burn certification exam results to CD and ship them in the mail to the National Credit Union Association (NCUA). With SecureMail, there is much faster turn around and examiners are happy.

Results

- Emails and attachments are easily encrypted by customers without the use of keys
- Increased compliance with government regulations
- Strong member confidence in credit union security
- High member retention and satisfaction
- Reduced number of calls to call center
- Reduced call center costs; resources can be deployed elsewhere – focusing on the business
- Faster resolution to customer inquiries due to streamlined processes

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ABOUT DATAMOTION

DataMotion™, Inc. is a leading provider of information delivery solutions that enable businesses to safely and easily transact with partners and customers. DataMotion solutions leverage your existing IT infrastructure resulting in rapid deployment and a quick return on investment, saving as much as \$5 for every \$1 spent. Core applications of the DataMotion suite include encrypted e-mail, file transfers, electronic forms and programmatic APIs for integration. Solutions are available as hosted services or on-premise software. DataMotion’s unified platform provides visibility, security, management and reporting to all data exchanges – helping customers streamline business workflow and achieve regulatory compliance.

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