Objectivity Supports CUNA Mutual's E-Commerce, Cross-Selling Initiatives

Objectivity, Inc., the leader in high performance database engines that manage complex data, real-time applications and very large volumes of data, today announced that CUNA Mutual Group is using Objectivity/DB for its credit union member data base. CUNA Mutual, located in Madison, Wis., provides financial services and insurance to credit unions and their members. The Objectivity-based service provides CUNA Mutual with an improved ability to track customer records and help its sales staff cross-sell financial services products.

Objectivity/DB has enabled CUNA Mutual to build a scalable application that generates a unified, consolidated view for each individual credit union member. With Objectivity/DB, CUNA Mutual provides an integrated set of product offerings tailored for each individual. The system allows CUNA Mutual to access comprehensive credit union member histories as well as provide members with products and services customized for their individual circumstances.

The Objectivity/DB-based application extracts detailed member information from more than 40 disparate systems. These systems run on a variety of platforms, in a variety of environments. The CUNA Mutual application extracts, scrubs and consolidates information and then stores it in Objectivity in a common format. CUNA Mutual's Objectivity/DB is more than a terabyte and contains more than 100 million records and six billion objects.

"To excel in e-commerce, companies must be able to serve customers in new ways and to respond to their needs faster than ever," said Jay Jarrell, president and CEO of Objectivity, Inc. "Objectivity/DB provides CUNA Mutual with the technology not just to compete, but to win in today's highly competitive marketplace."