FOR IMMEDIATE RELEASE: May 4, 2023

Datava Partners with Pure IT to Help Deliver
Digestible, Data-Driven Business Solutions to Credit Unions

HOUSTON, TX - Datava, a leading platform for member relationship management and business intelligence tools, and Pure IT, a technology strategy CUSO, are excited to announce they have partnered to help deliver digestible, data-driven business solutions to credit unions. Pure IT recognizes the capabilities and value that Datava's platform can bring to the credit union industry.

According to Pure IT CEO Jack Smith, this partnership celebrates a culture of innovation between two companies that hope to continue driving solutions for credit unions. The goal of the partnership is to streamline credit union operations through automated workflows, leveraging data from CRM and business intelligence tools that enhance member engagement and drive portfolio growth. These actionable data and informed decisions will help credit union leaders achieve their strategic goals more effectively.

"The partnership between Pure IT Credit Union Services and Datava represents a powerful synergy between transformative consulting and cutting-edge software technology," says Smith. "By leveraging Datava's robust platform, Pure IT Credit Union Services is helping credit unions align business and technology to provide better services and products to their members. With features like business intelligence, CRM, and an easy-to-customize UI, Datava's platform enables credit unions to operate more efficiently and effectively in today's fast-paced financial landscape."

"We are thrilled to form a strategic partnership with Pure IT that blends their top-notch consulting services with Datava's pioneering technological solutions," says Gordon Flammer, Datava President and CEO. "Pure IT is a recognized industry leader who embodies our shared values of empowering credit unions to better serve their members and facilitate a seamless digital transformation journey that helps credit unions remain on the competitive vanguard."

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 Intelligent 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.

About Pure IT *– Pure IT is a Credit Union Service Organization that provides Strategic Technology Consulting. We partner with Credit Union's to offer Professional Services, Infrastructure Project Implementations, and Technology Managed Services. With partnership at its core, Pure IT has the capability to tailor technology solutions to the competitive advantage of each credit union. We use technology to fulfill credit union strategy and business needs, creating an efficient IT ecosystem that helps our partners achieve their goals. Learn more about us at www.pureitcuso.com.*

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