

# ABNB Federal Credit Union Breaks Down Silos and Builds a Unified, Automated Future With Data Compass

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**Industry:** Credit Union

**Location:** Hampton Roads, Virginia

**Assets:** ~\$1B

**Core Platform:** DNA from Fiserv

**Focus Areas:** Enterprise data unification, automation, member-centric decision making



Our biggest issue was unification – bringing everyone under the same umbrella of data and information.”

**Tyler Foley**

Director of Business Intelligence, ABNB FCU

## Client profile



## The challenge: fragmented data, missed opportunities

ABNB Federal Credit Union faced a common but critical challenge: siloed data and disconnected operations. Teams were duplicating efforts, insights were inconsistent, and decisions lacked a unified foundation.

The goal was to build trust in the data, make it accessible across the organization and transform the data function from a cost center into a strategic enabler.

## The solution: a strategic, iterative journey with Data Compass + Snowflake

ABNB deployed Data Compass and Snowflake to centralize its data and empower teams across the credit union. Their approach was grounded in clarity, flexibility and purpose:

- **Start with the why:** The team aligned early on the purpose of their data strategy – who it would serve, how it would be used, and why it mattered
- **Executive buy-in:** Leadership recognized that data transformation was essential to delivering better member experiences and operational efficiency
- **Agile, scalable architecture:** With Snowflake's flexibility, ABNB could use any ETL tooling – custom Python scripts, JavaScript connectors or off-the-shelf platforms – to move and access data efficiently

## The results: unified data, automated workflows, strategic insights

### Enterprise-wide data access

Data Compass enabled ABNB to consolidate core and channel data, giving teams a single source of truth and eliminating duplication.

### Automated member communications

Using Snowflake and Power Automate, ABNB built a fully automated workflow that detects address changes, triggers a Python script, sends notifications and flags the account, all without manual intervention.

### Cost-efficient architecture

By offloading data into an external warehouse and using Snowflake's dynamic tables, ABNB reduced compute costs while maintaining performance on high-traffic reports.

### Real-time decision support

With dashboards and self-service tools, staff can answer questions on the fly, like how many new checking accounts were opened last week, without waiting on IT or BI teams.

## The ecosystem advantage: Data Compass + Snowflake

ABNB sees Data Compass not just as a tool, but as an ecosystem:

- **Automated extracts:** Seamless data sharing through snowflake
- **Robust portal:** Real-time extract status, validation metrics and roadmap-driven enhancements
- **Future-ready infrastructure:** Built to support AI, automation and advanced analytics



We used to wonder how we'd get out of using Excel. Now we're managing billions of rows of data and using it to drive real change."

Tyler Foley

## Lessons learned: what made the difference

- **Start with use cases:** Prove value early
- **Ask questions, learn from others:** Peer conversations and vendor partnerships were key to ABNB's success
- **Build for flexibility:** Snowflake's open architecture allowed ABNB to choose the right tools for each job
- **Automate with purpose:** Even simple automations, like address-change letters, can save time and improve member experience

## Looking ahead: built to scale

ABNB is now positioned to scale its data strategy, supporting AI, deeper member engagement and smarter decision making across the credit union.




We owe it to our members to make the best decisions possible. With Data Compass and Snowflake, we finally can."


Tyler Foley



# Connect with us

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