

“Dashboards attract attention. We are all about the data underneath, but few prospects appreciate how important that is. iDashboards allows us to show what the data can do in a very persuasive way.

—Pete Keers, Engagement Management

## OnApproach Increases New Net Deals with Dashboards

### CUSTOMER

Since opening their doors in 2003, OnApproach, LLC has enabled credit unions to harness the power of their data. With over 50 years of combined executive experience, OnApproach has helped credit unions successfully manage their data, drive growth and increase efficiencies throughout their organization.

### CHALLENGE

OnApproach specializes in comprehensive reporting and analytics solutions, but often faces prospects that don't appreciate how important their data is. In order to help their clients make fact-based decisions and drive overall performance, OnApproach expanded their product roadmap to include data visualization. Their SRSS and SQL systems could create informative reports, however, developing dashboards in SRSS alone lacked dynamic visual elements. OnApproach needed an engaging solution that would offer multiple chart types, custom color options, drilldown capabilities, easy integration for multiple data sources and was user-friendly for developers.

### SOLUTION

Instead of developing an in-house dashboard solution which would require extensive resources, OnApproach sought out a third-party software provider. After reviewing three high-profile open source technologies, OnApproach selected iDashboards OEM Partner Program because it provided the best value for the price. A huge deciding factor in their selection was iDashboards' strong partner backbone including technical and channel support. Through this partnership, OnApproach was able to integrate iDashboards with their own offering and develop eye-catching, thought-provoking dashboards with unlimited drilldowns.

### RESULTS

Since integrating iDashboards, OnApproach has been able to consolidate their credit union metrics into insightful, C-level dashboards. Customers and prospects are now able to see the benefits of the real-time dashboards tracking branch productivity, member acquisition, loan default activity and member retention. With the addition of iDashboards, OnApproach has added new net deals and customers directly associated with the implementation.