



A passion for data quality drives business transformation

Founders Federal Credit Union builds their customers' financial wellbeing – and grows their company revenues – by offering fast, reliable services and emphasizing the value of data



Financial services

United States

Business needs

Founders Federal Credit Union wanted to offer better services to more customers in new markets. Making the difference: increased data value and modern data protection.

Solutions at a glance

- [Dell EMC Data Domain](#)
- [Dell EMC Data Domain Cloud Tier](#)
- [Dell EMC Data Protection Software](#)
- [Dell EMC ECS Object Storage](#)
- [Dell EMC PowerProtect Cyber Recovery Solution](#)
- Partner: [VMware](#)

Business results

- Impeccable data quality and top data protection increase competitive advantage
- IT staff transformed from administrators to data technologists
- Cloud strategy enables service delivery in minutes or seconds

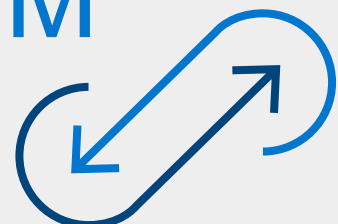
24x7

Consistent delivery of financial services



\$630M

Projected business to grow in one year



You've probably heard the expression "do well by doing good." Founders Federal Credit Union, a \$2.5 billion financial institution with 35 locations in the Carolinas and 250,000 members across the U.S. and around the world, is doing great by doing good. A regional company with a global vision, they've grown to \$630 million in assets in the 48 years since their founding. And now, thanks to their passion for their customers, the value of their data and their focus on data protection, they plan on doubling those assets in the next 12 months. Bolstering them in this boom is a 10-year relationship with Dell Technologies, and the capabilities of the Dell EMC Data Protection portfolio of products, solutions and services.

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Bob Bender,
Chief Technology Officer,
Founders Federal Credit Union

Preaching data value & data protection – from first grade to the NFL

Bob Bender, Chief Technology Officer, Founders Federal Credit Union, emphasizes the company's dual passions for the people they serve and for what he likes

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to call pristine data. "Given today's financial challenges in underserved communities," he says, "We mentor and strive to teach people how to achieve financial wellbeing." Founders Federal gets involved by teaching the value of data – the concept of data capital – in school systems from grade school on up.

At Clemson University, their South Carolina neighbor, Founders Federal teaches football players headed for NFL careers the importance of protecting their financial data, such as their credit score. Bender observes that "financial health starts with that account lifecycle. Good credit, bad credit, when you should get 'plastic', how you're going to interact digitally and how to keep that data protected."

A dual passion, for customers and their data

It's the Dell EMC Data Protection portfolio that helps Founders Federal practice what they preach as they grow to offer their members more and better services, faster and more reliably, wherever they are and on any device. Data is fueling both their technological and their business transformation.

Before their relationship with Dell Technologies, says Bender, he was focused on the basics, data protection and recovery. But now he's growing his staff to be technologists who can come in every day and probe for new data value that the company can leverage. He's overseeing a transformation from traditional IT administration to a modern IT organization with an evolved staff whose role it is to support business initiatives.

"Every day they challenge themselves to perform," says Bender. "They bring that same passion to the data and data protection as they do if they're going to make you a loan for your first car, going to college, or your first home. And this allows the business side to come in every day and say, 'what if?' and not, 'what now?' It's, 'What if we do this for our members? Can we compete in this financial arena with this product?'"

Leveraging a legacy of trust

To ensure that Founders Federal stays competitive and grows according to plan, they need transactions to be consistent, measurable and repeatable. In Dell EMC Data Protection, Bender says, they have a partner that delivers that same experience every time, 24/7, 365 days a year. Thanks to Dell Technologies, "We've delivered, time and time again, through good times and bad, through things that take most financial institutions' data centers down or cause data loss or data interruption. And we're constantly working with Dell to refine where we're at and improve."

Bender continues, "The self-service environment that you continually improve is going to make Founders Federal critical to every person we serve. Cyberattacks are maturing every minute, in every corner of the world. I don't have time to battle that. Dell has provided me with the ability to win in self-service, and this figures in our amazing growth projection.

"To succeed in this environment, we had to change how we think about data, how we use data and how we protect data. We want to keep it clean coming in then make sure it's backed up. Then we have to test that protection, make sure that it's in a data bunker so that whatever plan of attack is coming at us from malware in the future, we have 100% protected that golden copy and we can go pull that out of the safe, the protected area, and put it back, so people's lives are back to normal, so people do not experience disruption."

Data protection drives new ventures

With the vital role of data protection firmly in mind, Founders Federal is now venturing into a public cloud/private cloud mixed infrastructure, balancing the company's adversity to risk with their goal of continually delivering innovative financial services to their customers via self-service with responsiveness in minutes, if not seconds. Says Bender, "Just as 10 years ago we were getting into data protection and virtualization and entrusting that to Dell, we now trust Dell to take us the distance in multi-cloud."

In addition to enabling data center transformation that helps Founders Federal make good on its commitments to its member communities, the data capital that the firm so

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passionately cares for and protects is now opening new business opportunities. “We’ve accumulated intellectual property that I told my board I want to monetize,” says Bender. “We’re going to have our own consulting arm, and this is growing out of our 10-year relationship with Dell Technologies.” True to form, Founders Federal’s new venture will be teaching the benefits of data protection – this time, to other credit unions.

“We’re going to champion data protection technology,” says Bender, “this message that if you want to see the integrity of data grow and transform, if you want to see your technologists transform, your data centers transform, this is how we’ve done it. It’s about doing what is right and helping the industry that loses a credit union a day to mergers or whatever.”

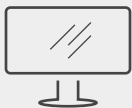
A word to the wise on measuring success

The message Founders Federal will be delivering to its peers is simple: “If we weren’t passionate about data protection, we wouldn’t know the quality of our data.

Because we know the quality of data, that data capital is going to pay again and again in fewer upgrades, in less waste, in less frustration of people.”

And Bender offers advice for IT organizations in any industry: Don’t measure your environment the wrong way. “If you try to cut costs and measure it by full-time employees or by dollars per petabyte of storage, you’re missing out on the opportunity to transform your data center and turn your full-time employees into business technologists.

“When people challenge me on IT costs,” Bender concludes, “I measure it in terms of transformation. My board has confidence in me because we’ve delivered over 10 years with our self-service product line. Meaning, Dell EMC Data Protection has delivered for 10 years consistently. And for every Founders Federal member in every state in the United States, and in countries as we continue to grow, our members’ lives change because of this.”



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