



an Alkami Solution Team

How to Compete with Fintechs: A Dupaco Credit Union Success Story

Hosted by **David Carlson**, VP of Sales at MANTL and **Tami Brandenburg**, Vice President, Member Service at Dupaco Credit Union

August 13, 2025

A decorative graphic in the bottom right corner consisting of several overlapping, wavy, light blue shapes that resemble a stylized landscape or water.

MANTL

an Alkami Solution Team

is a fintech firm helping traditional financial institutions **modernize and grow.**



150+

Clients



3x

Faster retail
account opening



21x

Faster business
account opening



1,000+

Branches
nationwide

A bit about us...



David Carlson

VP of Sales
MANTL



Tami Brandenburg

Vice President, Member Service
Dupaco Credit Union

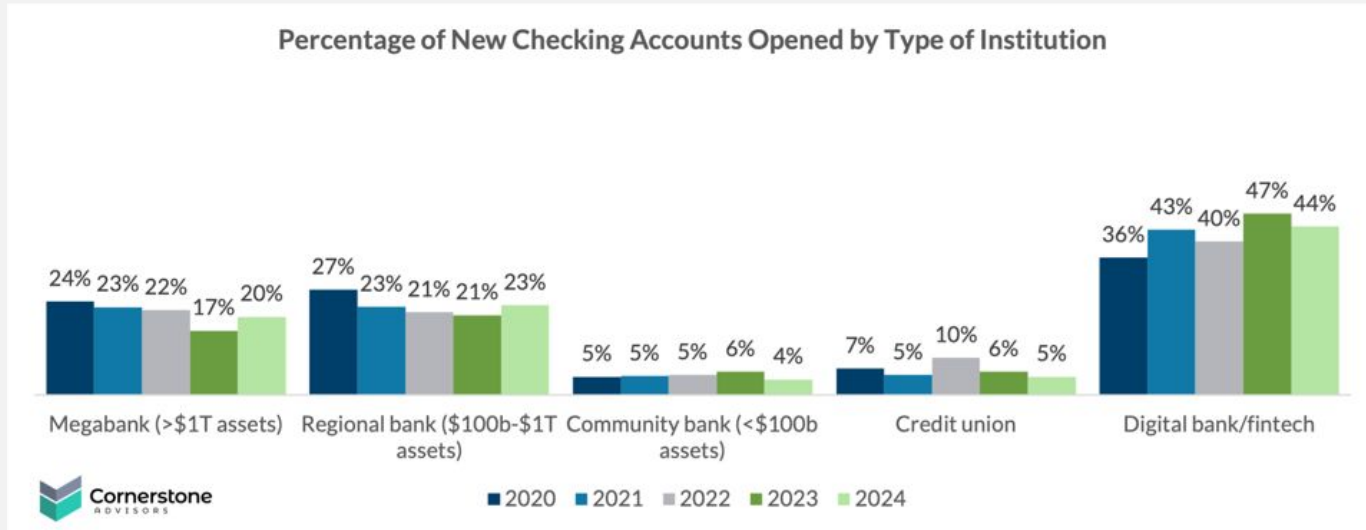
Agenda

- 01 2025 banking landscape
- 02 How to win in a fintech-driven market: the Dupaco Credit Union story
- 03 Q&A

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2025 Banking Landscape

Digital banks and fintechs dominate new account opening



The industry is poised for growth - *and competition.*



5%

Deposit growth is forecasted to grow from 3% in 2024 to 5% in 2025 and 6% in 2026

Source: KBW



#1

Increasing operational efficiency is the top strategic priority for all financial institutions in 2025 and 2026

Source: Jack Henry



85%

FIs are prioritizing businesses as their primary growth demographic in 2025 and 2026

Source: Jack Henry

Poll Question #1

What is your institution's number one strategic priority for 2025 and 2026?

- 01** Growing deposits
- 02** Member acquisition
- 03** Increasing operational efficiency
- 04** Improving member experience

Poll Question #2

If you could improve one aspect of the business account opening process today, what would it be?

- 01 Increased automation
- 02 Better member experience
- 03 Reduction in exception list
- 04 Better employee experience (less friction, training)
- 05 Other - drop a note in the chat

How to compete with Fintechs: a Dupaco Credit Union success story

Meet your members where they are.

Provide a seamless, secure and quick account opening experience

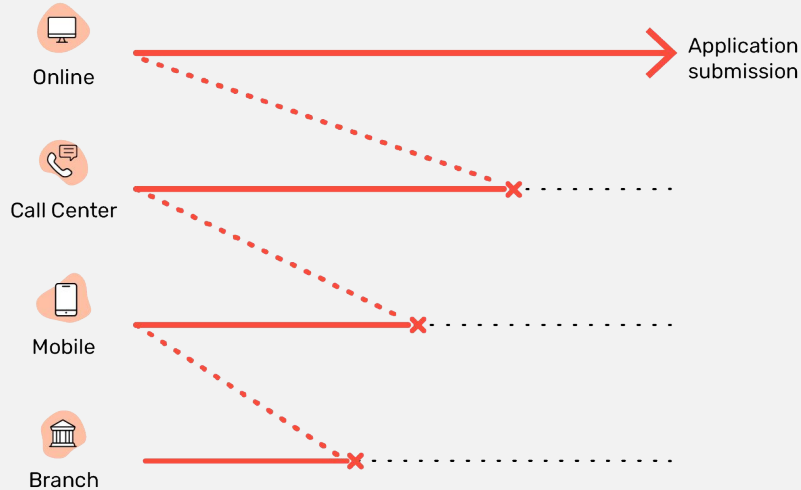
Open any type of retail or business account across any channel: online, in-branch, or in the field



Provide a Netflix-like experience.

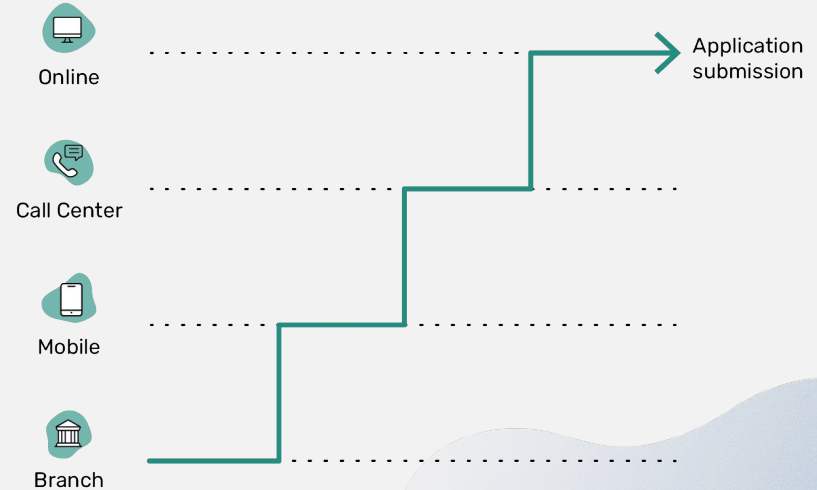
Multichannel

When customers switch channels, they have to start all over again.



Omnichannel

Customers can switch from one channel to the next without losing their place in the process





- 175,000+ Members
- \$3B in assets
- HQ in Dubuque, Iowa
- 23 branches



Raised over **\$73,000,000** of deposits with MANTL to date



Live with consumer online and in-branch



One of the **first credit unions in the nation to digitize business account opening**: live with business in-branch and rolling out business online later this year



Average approval rate is **94%**, submission rate is **93%** and automation rate is **73%**



Average time to open a new share account across any channel: **~5 minutes**



Increasing the volume of new member accounts opened online by **300%**

Transitioning the online channel from a 9-5 work week to 24/7 account opening



Reduced the time it takes to open an account online from up to three days to **~4 minutes**, exceeding the goal of <10 minutes by 2x



Digitized eligibility verification, eliminating manual review process and **increasing automation by 64%**



Digital, real-time funding eliminated mandatory branch visits for members



#1 source of deposits entering Dupaco from a leading Fintech

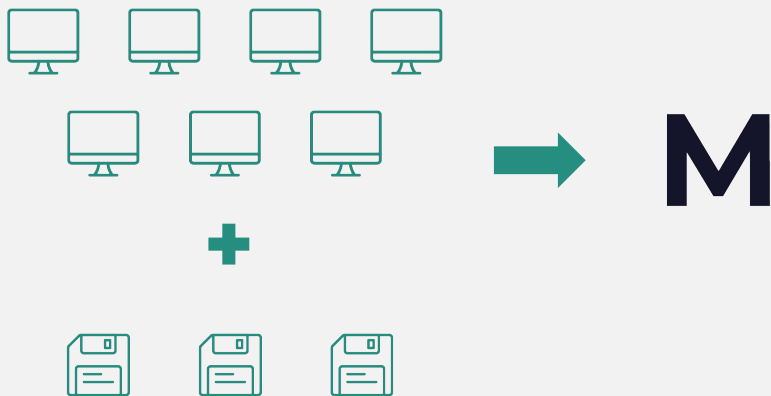


This isn't the Branch Experience your members deserve



A single system for all branch employees

Reduced system sprawl from seven separate screens and three different systems to one



Unlocking operational efficiency

Reduced the time it takes to open an account in-branch from **45 minutes** to **5 minutes**

Saved **over 4,194 staff hours** on front-end in-branch account opening to date

78% automation rate

99% submission rate

99% approval rate

Serving SEGs: a more agile member *and* employee experience

Dupaco can now open SEG memberships onsite at businesses in real-time, digitizing a multi-step, multi-employee manual process

From 100% manual to 100% digital:

- Time to open the account decreased from 45+ minutes to **~4 minutes**
- Number of employees touching the application decreased from **3** to **1**
- Number of systems used decreased from **5** to **1**

Community Outreach and Education team
reduced application errors by 52%

Promo codes automate employee attribution:

SEG2525E30

68%

of neobank market share is
comprised of **business accounts**

Source: imarc

How to win business deposits:

Deliver exceptional customer/member experience

Unified
Platform

Unlock
Growth

Adaptive
Experience

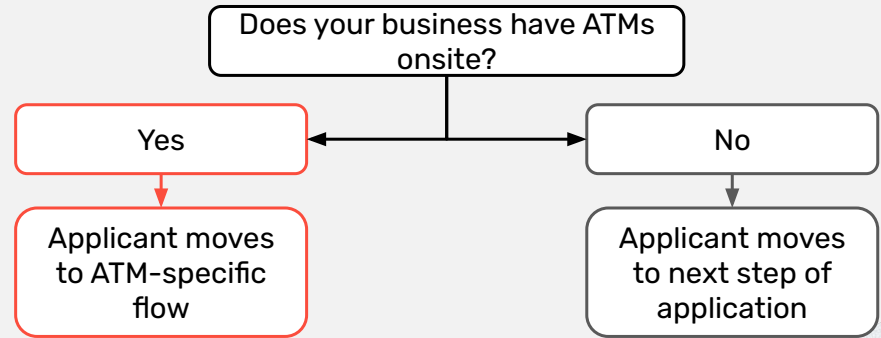
Increase
Efficiency

Smarter
Compliance

Reduce
Fraud

Adaptive Experience

- Dynamic requirements
- Checklist-driven workflows
- No erroneous data



Meeting the needs of modern business members



Business member spotlight

Dupaco Credit Union opened up a CD account for another credit union in-branch. They called back and said, *"What is that? It was so easy and fast."*



Reducing business in-branch account opening from **1.5 hours to 13 minutes**



98% approval rate



91% submission rate



89% booked rate

Online business member account opening will become a **major competitive advantage** for Dupaco Credit Union in Q4 2025 and 2026

Q&A

"On a day when we had a staff of three, we had two employees on the teller line with the third employee in an office working with a member. A non-member came in to open a new account. I couldn't step away from the line and leave one person alone. The member was tech savvy and was fine with opening the account at my station. Rather than turning the member away, having him wait, or schedule another time to come in, I was able to open the account within 10 minutes right then and there. The member ended up submitting a 10/10 MLG survey."

—— **Branch Manager**

"With the time savings brought on by MANTL, we are engaging our most recent graduate of the ICUF's People Helping People Financial Coach Program on how we can incorporate some of the great takeaways she had from the experience. The desired outcome would be how we can make deeper connections with members and best utilize the extra time MANTL has provided us during account opening."

—— **Regional Branch Manager**

"We were extremely busy on a Friday, everyone was with a member, and we had a member come in to do a CD. I was just finishing up with my member and had another appt coming in any minute but was not here yet. I took the member and did the CD for him in MANTL and got it completed in 7 minutes, signing with handoff. I would normally say it would take around 20 minutes in Deposit Pro. I would need to upload and then scan to OnBase after. I was able to get him taken care of very efficiently and professionally. My member appointment only had to wait a minute or 2 before I was able to get them in! I really felt like I missed something getting the CD done so fast and had a great experience with both members! WIN WIN!!"

—— **Branch Manager**