

The Partner Advantage: Why Credit Unions Choose to Grow with SRG

Most vendors sell you a product. Sound Resources Group builds something harder to find: a genuine partnership rooted in shared mission, deep credit union fluency, and a team that shows up as collaborators, not contractors.

Built from the Inside Out

Sound Resources Group didn't begin as an outside consultancy that discovered the credit union space. It was born inside one. Sound Credit Union, a Pacific Northwest institution, needed to build serious internal data warehousing and business intelligence capabilities, and when they did, they realized the same need existed across the industry.

In 2019, SRG opened its doors to other credit unions, carrying with it something most vendors can't replicate: the scar tissue of having solved these problems for themselves first. Every methodology, every adapter, every dashboard pattern was proven in production before it was ever offered to a partner.

What a True Partner Looks and Feels Like

THE AGENCY PERSPECTIVE

"Working alongside Sound Resources Group has genuinely redefined what we expect from a partner. From day one, the team showed up not as individuals checking off deliverables, but as true collaborators who were personally invested in continued success on both sides. They are the epitome of what an ideal partner should be, packed with talented, thoughtful people who bring both expertise and heart to every engagement. What stands out most is how they show up: curious, communicative, and completely committed. They don't just solve the problem in front of them; they anticipate what's coming next. That rare combination of technical depth and genuine human warmth is something we haven't found anywhere else."

— GreenHouse Agency, on their ongoing partnership with Sound Resources Group

SRG's Own Backyard: Sound Credit Union

The most compelling proof of Sound Resources Group's approach is the organization that created it. Sound Credit Union didn't just spin off SRG as a business venture; it remains the living demonstration of what SRG builds. The data warehousing infrastructure, the Power BI dashboards, and the integration pipelines run in production at Sound Credit Union every day.

When SRG brings these capabilities to partner credit unions, they're not presenting a theoretical model. They're sharing an architecture they operate, maintain, and continuously improve for themselves. Partners benefit from every lesson, every failure, and every upgrade that Sound Credit Union experiences.

By The Numbers

40+ YEARS of combined credit union experience on the SRG team

Fully functional data warehouse deployed in **WEEKS, NOT YEARS**

Foothill Credit Union migrated **3 YEARS** of Power BI data in just **2 WEEKS**

The Four Pillars of the SRG Difference



CREDIT UNION FLUENCY

SRG speaks your language, literally. Decades of combined credit union experience mean fewer rounds of discovery and a faster time to value. There's no learning curve on what matters to your members, your board, or your team.



COLLABORATIVE CULTURE

Partners don't hire a vendor; they gain a team. SRG integrates with your people and amplifies what they're already capable of. The goal isn't dependency; it's building your team's confidence and capability alongside their own.



RAPID DEPLOYMENT

A fully functional data warehouse in weeks. New adapters are built quickly and securely. Solutions tailored to your specific use cases without the months-long implementation timelines you may have experienced elsewhere.



MISSION ALIGNMENT

As a CUSO, SRG is structurally aligned with the credit union movement, not with shareholder returns or sales quotas. Their success is measured by yours.

Capabilities

- Data Warehousing
- System Integrations
- Automated Data Ingestion
- Power BI Migration
- BI Strategy
- Multi-Platform Adapters
- Dashboard Development
- 360° Member Analytics