



DIGITAL TRANSFORMATION CONFERENCE AND AWARDS

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MEDIA RELEASE

Westoba Credit Union recognized as a finalist for national award

Brandon, MB (July 28, 2020) – Westoba Credit Union (WCU) was recently recognized as a finalist in a national awards program that shines the spotlight on organizations who are leveraging technology to revamp their approach to digital operations.

IT World Canada (ITWC) Digital Transformation Award program receives nominations from companies and public sector organizations coast to coast in Canada. An independent panel of industry experts judges the award winners based on several key considerations.

WCU was named a finalist for the 2020 Digital Transformation Award in the Small Private Sector category. Judges were impressed with Westoba's implementation of new processes and infrastructure that brought much-needed network stability to an organization serving urban and rural communities.

"Digital transformation needs to be a team effort, it's not something IT does and then layers onto a company," said lead judge Gary Davenport. "By forming a working group to focus on the institution's pain points and digital future, it guaranteed employee buy-in of the required changes. That's a lesson others can still learn."

WCU Board of Directors identified the organizations digital future as a major focus to stay relevant in the financial industry.

"Having our hard work recognized nationally is very exciting for our organization," said WCU's President and CEO Jim Rediger. "We take pride in our team approach in everything we do. It enables us to continuously improve service and offer new technology to our members."

Norman Neil, Senior Director of Information & Digital Technology at WCU said speed, stability, autonomy, and security are critical to a solid IT network architecture. "Our members have seen improved service time and peace of mind regarding security with these changes," said Neil. "It has opened the door for future technologies, and we are excited about the direction we are going."

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For more information, contact Steve Proctor sproctor@itwc.ca.

About Westoba Credit Union

Westoba is a full-service financial institution offering a wide range of services and products to meet any unique needs. Centralized in Brandon, Manitoba, Westoba has 17 locations (including Corporate Office) throughout the province, which together employ 200 people.

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