

CASE STUDY

Conterra Ag Lending | Unified Data Store for Faster, Accurate Reporting

Conterra Ag Lending partnered with Midwest Cloud Computing to eliminate manual reporting, unify four disconnected databases, and create a single source of truth that delivers fast, accurate insights. MCC designed a modern data architecture that simplified reporting, empowered junior staff, and dramatically increased operational efficiency.

CLIENT: Conterra Ag Lending



INDUSTRY: Agricultural finance / Ag-lending

LOCATION: West Des Moines, Iowa

SERVICES: Farm and ranch loans, operating lines of credit, development financing, and ag-business lending

ABOUT CONTERRA AG LENDING

Conterra Ag Lending is a nationally recognized agricultural finance provider supporting farmers, ranchers, and ag businesses. Their lending operations depend heavily on timely, accurate data, from underwriting and compliance to portfolio management and executive reporting. But years of growth left Conterra with multiple legacy systems and no unified view of historical and live data, making reporting slow, inconsistent, and frustrating for their teams.

THE CHALLENGE

Conterra's data landscape created daily friction for analysts, underwriters, and leadership:

- Four separate databases required manual exporting and reconciliation.
- Reports were slow to produce and often inconsistent across teams.
- No single source of truth existed for lending data.
- New employees struggled to build reports without extensive training.
- Senior analysts spent too much time preparing data, not analyzing it.

Conterra needed a clean, consolidated data foundation that reduced manual work and made reporting fast, accurate, and accessible to everyone, not just experts.

THE MIDWEST CLOUD COMPUTING SOLUTION

Midwest Cloud Computing approached Conterra's challenges with a clear goal: build a unified data environment that would eliminate manual work and give the entire organization a trusted, always-current source of information.

Discovery:

We began by mapping Conterra's four databases, two historical and two live, and identifying the gaps, inconsistencies, and manual processes that slowed reporting. We worked closely with their analysts to understand how data flowed today and what they needed it to do tomorrow.

Data Normalization & Integration:

MCC consolidated all historical and live lending data into a single, normalized data store. This created one unified, consistent data set that reflects every loan, every record, and every time period in full detail.

Automated Daily Data Refresh:

We built automated ingestion pipelines and transformation workflows that update the data store daily, removing the need for manual exports, late-night data pulls, and error-prone reconciliation.

Reporting Enablement:

Finally, we delivered a reporting-ready data model and trained Conterra's team to build powerful reports quickly, using a single tool backed by a single source of truth.

Why MCC's Approach Works

We didn't just integrate data, we rebuilt the foundation. By removing manual bottlenecks, automating complex workflows, and unifying historical and live data into a single source of truth, MCC gave the team a system that scales with the organization. Analysts can focus on insights, junior staff can create reports confidently, and leadership can trust every number. The result is faster, smarter decision-making and a data environment built to support growth.

THE RESULT

Thanks to MCC, Conterra now benefits from a fully unified data environment that drives efficiency and confidence across the organization:



- Time spent creating critical reports has dropped by 80%, freeing staff for higher-value work.
- Even junior team members can generate complex reports without extensive training.
- Leadership now relies on a single, accurate source of truth for both historical and live loan data.
- Manual processes like exporting, merging, and reconciling data are a thing of the past.
- Analysts can focus on insights instead of data prep.
- Onboarding new employees is faster and less technically demanding.
- The unified data platform has evolved beyond reporting, it's now the operational backbone supporting speed, accuracy, and scalable growth.

WHAT CONTERRA AG LENDING SAYS ABOUT MIDWEST CLOUD COMPUTING

"MCC helped us transform years of disconnected systems into one clean, reliable data platform. Reporting went from slow and manual to fast and accurate, and now even junior team members can build the reports we rely on."

— CONTERRA AG LENDING

