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Altra Federal Credit Union Chooses DNA to Build Member Loyalty

- \$1 billion asset credit union selects DNA to expand business and mortgage lending, automate manual processes and create more devoted members
- Altra Federal Credit Union to integrate new and existing Fiserv solutions into DNA
- Outstanding client support, robust data access and a unified loan servicing system were key factors in the selection of Fiserv

BROOKFIELD, Wis.--(BUSINESS WIRE)-- [Fiserv](#), Inc. (NASDAQ: FISV), a leading global provider of financial services technology solutions, announced today that Altra Federal Credit Union, based in Onalaska, Wis., has selected the [DNA](#)™ account processing platform and a host of complementary Fiserv solutions. The \$1 billion asset credit union will use its integrated Fiserv platform to provide exceptional, real-time service to its 82,000 members worldwide.

Altra Federal Credit Union was looking for contemporary technology that could help it increase efficiency and craft more meaningful, long-lasting member relationships. After a thorough search, the credit union selected Fiserv.

“Over 25 key staff members from all areas of the credit union participated in our core selection process and every single one of them voted for DNA – it was unanimous,” said Jack Peplinski, president and CEO of Altra Federal Credit Union. “The platform’s relational database and member-centric design will help us access the data we need to better understand our members and earn their loyalty. Plus, with DNA, we’ll have the same level of support and range of solutions we currently enjoy from Fiserv.”

Another reason Altra Federal Credit Union selected DNA was for its innovative approach to customization and collaboration. With DNA, the credit union can add new functionality with integrated core extensions, called DNAapps™, which it can create on its own or download from the DNAappstore™ online marketplace.

[Recognized by industry-leading analysts](#) for its technology, user experience and breadth of functionality, DNA from Fiserv is the first open, relationship-centered core banking platform built for collaboration. Developed using contemporary, standards-based components, DNA will provide Altra Federal Credit Union with 24/7 real-time processing, scalability and robust retail, mortgage and business banking capabilities. Its single, unified loan servicing system will help the credit union increase efficiency and grow its business and mortgage lending operations.

“DNA will help Altra Federal Credit Union execute its growth strategy and deepen the bonds it shares with members,” said Steve Cameron, president, Open Solutions Division, Fiserv.

“That this long-time Fiserv client has selected DNA is an endorsement of the value Fiserv offers clients and the strength of our industry-leading solutions.”

In addition to DNA, Altra Federal Credit Union will implement the CRM and Business Intelligence suite for DNA, Verifast™ teller line authentication and Nautilus® enterprise content management. It will integrate its existing ConvergeIT® integrated voice response and Prologue™ accounting solutions. The credit union will engage the DNA professional services team to help it get the most out of its Fiserv investment and continue to use the Raddon Financial Group for trusted insights and advice.

Fiserv is the U.S. market leader in account processing services, and more than one-third of U.S. financial institutions rely on Fiserv for account processing solutions and expertise.

Additional Resources:

- DNA from Fiserv - www.fiserv.com/dna-cu
- DNAAppstore from Fiserv - www.dnaappstore.com

About Altra Federal Credit Union

Altra Federal Credit Union was State-chartered in 1931 as Trane Employees Credit Union, sponsored by 33 Trane employees, including Reuben Trane. Assets in 1931 totaled \$179.00. Today Altra serves members in all 50 states and around the globe with a full range of financial services. Learn more at www.altra.org.

About Fiserv

This year, Fiserv, Inc. (NASDAQ: FISV) celebrates 30 years of leadership in financial services technology. As one of FORTUNE® magazine's World's Most Admired Companies, Fiserv is helping clients worldwide achieve best-in-class results by driving innovation in payments, processing services, risk and compliance, customer and channel management, and business insights and optimization. For more information, visit www.fiserv.com.

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