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## Columbia Credit Union Selects DNA from Fiserv to Enhance Member Relationships

- Award-winning credit union selects DNA to unify consumer and business member operations and enhance member service
- Columbia Credit Union will integrate several new and existing Fiserv solutions into DNA
- Credit union leaders cite robust commercial capabilities, third-party friendly technology and innovative DNAappstore as key factors in selection

BROOKFIELD, Wis.--(BUSINESS WIRE)-- [Fiserv](#), Inc. (NASDAQ: FISV), a leading global provider of financial services technology solutions, announced today that Columbia Credit Union, based in Vancouver, Washington, has selected the [DNA](#)™ account processing platform and several integrated Fiserv solutions. The \$1.0 billion asset credit union will use Fiserv technology to enhance their view of member relationships to better anticipate the needs of its 83,000 members.

A two-time winner of Raddon Financial Group's Crystal Performance Award and ranked as the 18<sup>th</sup> healthiest credit union in America by DepositAccounts.com, Columbia Credit Union sought a new core system to simplify product development, increase the universe of possible third-party solutions providers, and enhance the member experience. The credit union seeks the freedom and flexibility to customize its core and add new solutions as needs change. After a thorough review of vendors, the credit union selected DNA from Fiserv.

"DNA will bring our full range of services together onto a single platform for increased efficiency and a comprehensive view of member needs," said Steve Kenny, president and CEO of Columbia Credit Union. "The platform will help us serve members with relevant, superior products. The ability to interface with progressive third-party solutions is sure to escalate our time to market and support our omni-channel delivery system strategy. Plus, best-in-class commercial capabilities will help us expand our service to the community." Kenny added, "The contemporary architecture of DNA will make the most of our new operations center's efficiencies and our staffs' talents, while enabling us to easily integrate leading Fiserv solutions, including DNAapps™."

DNAapps are custom core extensions that seamlessly integrate with DNA to add new features, data views and more. With DNA, Columbia Credit Union can create its own DNAapps using the DNAcreator™ toolkit or download DNAapps created by others from the DNAappstore™ online marketplace.

In addition to extensibility, Columbia Credit Union selected DNA for the platform's innovative functionality and robust business banking capabilities. These combine with equally strong

retail functionality into a single, unified platform designed around the member. Columbia Credit Union will use its 360 degree view of members to enhance service and deepen relationships. The credit union continues to benefit from 24/7 real-time processing for both consumer and business accounts and a contemporary, open architecture for increased efficiency and greater flexibility.

Columbia Credit Union will use the open architecture of DNA to integrate the CRM and Business Intelligence suite for DNA, tMagic™ teller capture, Verifast™ teller line authentication, Nautilus® enterprise content management, Prologue™ accounting suite, and solutions for financial crime risk management, item processing and electronic funds transfer. The DNA professional services team will help the credit union get the most out of its Fiserv investment and the Raddon Financial Group will continue to provide it with trusted insights and advice.

“Columbia Credit Union is a high performing credit union and the investments they are making in DNA and Fiserv as their technology partner will help them enhance their service and operational excellence, positioning them well for future growth,” said Mark Sievwright, president, Credit Union Solutions, Fiserv. “DNA, with its member-centric design and strong commercial capabilities, is the right choice for this service-oriented credit union.”

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. DNA is the first open, core banking platform built for collaboration and has been [recognized by industry-leading analysts](#) for its technology, user experience and breadth of functionality.

#### **Additional Resources:**

- DNA from Fiserv - [www.fiserv.com/dna-cu](http://www.fiserv.com/dna-cu)
- DNAAppstore from Fiserv - [www.dnaappstore.com](http://www.dnaappstore.com)

#### **About Columbia Credit Union**

Columbia Credit Union has been helping Clark County, Washington residents and businesses meet their financial goals since 1952. The credit union is known for friendly staff involved in the community, competitive rates, and environmentally-aware services. For more information visit [www.columbiacu.org](http://www.columbiacu.org).

#### **About Fiserv**

Fiserv, Inc. (NASDAQ: FISV) is a leader in financial services technology and one of FORTUNE® magazine's World's Most Admired Companies. Fiserv enables clients to achieve best-in-class results by driving quality and innovation in payments, processing services, risk and compliance, customer and channel management, and business insights and optimization. For more information, visit [www.fiserv.com](http://www.fiserv.com).

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