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Amplify Credit Union Turns Up Tech Focus with Move to Fiserv

Credit union will use member-centric core system to power future growth and service

BROOKFIELD, Wis.--(BUSINESS WIRE)-- [Fiserv, Inc.](#) (NASDAQ: FISV), a leading global provider of financial services technology solutions, today announced that Amplify Credit Union, based in Austin, Texas, has selected Fiserv as the new foundation for its member-centric technology strategy.

Amplify will convert from its current core provider to DNA[®] from Fiserv. Amplify needed a modern, member-centric architecture that will allow the credit union to maintain a sharp understanding of its members as it drives toward progressive member relationship management goals. The credit union will use these features, along with the platform's lending capabilities, to progress its commercial and small business service and real estate lending arms as well.

Amplify has approximately \$870 million in assets and more than 56,000 members in the greater Austin area, served by eight branches. The credit union opened in 1967.

"There is nothing more critical than our relationships with our members," said Kendall Garrison, executive vice president, Amplify Credit Union. "Technology that provides insight into their needs is essential to achieving our goal of making members' lives simpler. DNA is purpose-built to do this, and we are looking forward to partnering with Fiserv as we work toward sustained growth."

DNA allows credit unions to gain deep insight into members' financial lives by presenting a 360-degree view of their complete relationship with the credit union. This allows credit unions to enhance service, customize offers, and better understand overall opportunities. Importantly, this helps credit unions to maintain strong member relationships even at considerable scale.

"Fiserv is proud to provide the technology and expertise that powers growth-minded credit unions," said Vincent Brennan, president, Credit Union Solutions, Fiserv. "Amplify is a prime example of this progressive technology outlook. We are looking forward to partnering with them as they take the power of DNA and apply it to create real growth."

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. In a world that is moving faster than ever before, Fiserv helps clients deliver solutions that are in step with the way people live and work today – financial services at the speed of life. Learn more at [fiserv.com](https://www.fiserv.com).

Additional Resources:

DNA – <https://fisv.co/2uXBO6f>

About Amplify

Amplify is a member-owned financial cooperative with more than 57,000 members and over \$870 million in assets. It has served Austin since 1967 as IBM Texas Employees Federal Credit Union. Amplify has eight convenient locations across Austin, Round Rock, and Cedar Park, TX. For more information, visit www.goamplify.com.

About Fiserv

Fiserv, Inc. (NASDAQ: FISV) enables clients worldwide to create and deliver financial services experiences that are in step with the way people live and work today. For more than 30 years, Fiserv has been a trusted leader in financial services technology, helping clients achieve best-in-class results by driving quality and innovation in payments, processing services, risk and compliance, customer and channel management, and insights and optimization. Fiserv is a member of the FORTUNE® 500 and has been named among the FORTUNE Magazine World's Most Admired Companies® for four consecutive years, ranking first in its category for innovation in 2016 and 2017. For more information, visit fiserv.com.

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