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Credit Union ONE Selects DNA from Fiserv

- Michigan's ninth largest credit union chooses DNA from Fiserv to enhance service for its 108,000 members
- Credit Union ONE turns to real-time, open architecture of DNA to implement long-term vision for the future
- Flexible DNA design and proven Fiserv leadership were determining decision factors

BROOKFIELD, Wis.--(BUSINESS WIRE)-- [Fiserv](#), Inc. (NASDAQ: FISV), a leading global provider of financial services technology solutions, today announced that Credit Union ONE, based in Ferndale, Mich., has selected the [DNA](#)™ account processing platform from Fiserv to increase efficiency and implement its long-term growth strategy. Leaders at the \$810 million asset credit union cited the DNA platform's easy integration, highly configurable feature-set and innovative DNAcreator™ toolkit as key to its decision.

"We mark our 75th anniversary this year by partnering with Fiserv – an investment that will help us create remarkable member experiences for years to come," said David Breuer, senior vice president and Chief Information Officer, Credit Union ONE. "The open architecture and robust functionality of DNA will enable us to fulfill our member value proposition by providing highly customized products and services through the real-time channels they demand – anytime, anywhere. With the efficiencies we gain from DNA, we'll be able to focus our resources on developing strategic, growth-oriented solutions with DNAcreator. Fiserv gives us the tools and the confidence we need to take our technology, members and staff firmly into the future."

[Recognized by industry-leading analysts](#) for its technology, user experience and breadth of functionality, DNA from Fiserv is the first open, person-centric core banking platform built for collaboration. DNA was completely rewritten using Microsoft's leading .NET Framework for a state-of-the-art core platform that banks and credit unions can rely on for the long-term. With DNA, Credit Union ONE benefits from 24/7 real-time processing, robust retail, mortgage and commercial banking capabilities, and a 360 degree view of its retail and business relationships.

The unique customization and extensibility opportunities made possible by DNAcreator and DNAappstore™ played a key role in Credit Union ONE's decision to select DNA. With the DNAcreator development toolkit, the credit union's technical staff can create seamlessly integrated, custom core extensions called DNAapps™ that add new functionality, screens and processes to DNA. Credit Union ONE can sell its DNAapps to other financial institutions as well as purchase those created by others through the DNAappstore – the first collaborative online marketplace for custom core applications.

“Credit Union ONE’s selection of DNA demonstrates this progressive credit union’s commitment to service excellence and product innovation,” said Steve Cameron, president, Open Solutions Division, Fiserv. “As a strategic account processing platform, DNA will serve as a foundation upon which Credit Union ONE can grow and adapt to changing member needs, new technology trends and an increasingly competitive marketplace.”

In addition to DNA, Credit Union ONE will implement tMagic™ for integrated teller capture, Prologue™ for financial management, ConvergeIT® for interactive voice response and WireXchange® for wire transfer processing. Credit Union ONE is an existing client of the Raddon Financial Group, a consulting and research group of Fiserv.

Additional Resources:

- Open Solutions, now part of Fiserv – www.fiserv.com/about/brands/open-solutions.htm
- DNAappstore – www.dnaappstore.com

About Credit Union ONE

Credit Union ONE, headquartered in Ferndale, Michigan for seventy-five years, offers a wide array of financial services and access to over 30,000 ATM’s nationwide, serving 108,000 members, with seventeen offices in three major metropolitan areas, including Metro Detroit, Grand Rapids and Traverse City. For more information go to cuone.org or "like us" on Facebook.

About Fiserv

Fiserv, Inc. (NASDAQ: FISV) is a leading global technology provider serving the financial services industry, 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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