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## Mid-Minnesota Federal Credit Union Selects DNA from Fiserv to Deepen Member Relationships

- Full-service community credit union selects DNA from Fiserv to better serve members with an expanded array of customized products and services
- Integrated customer-relationship management and business intelligence tools will help Mid-Minnesota FCU enhance member service
- Credit union leaders cite the platform's person-centric design, flexibility and scalability as key factors in their decision

BROOKFIELD, Wis.--(BUSINESS WIRE)-- CUNA GAC, Booth #338 -- [Fiserv](#), Inc. (NASDAQ: FISV), a leading global provider of financial services technology solutions, today announced that Mid-Minnesota Federal Credit Union, based in Baxter, Minn., has selected the [DNA](#)™ account processing platform and several complimentary solutions to better serve its over 37,400 members. The \$251 million asset institution will use DNA and its integrated solution set to enhance the member experience and deepen relationships with finely-tuned, easy-to-introduce products and services.

“Our commitment to improving members’ financial well-being carries a responsibility to use the latest technology – and there is no core platform more advanced than DNA,” said Chuck Albrecht, Chief Executive Officer, Mid-Minnesota Federal Credit Union. “The platform’s modern architecture and integrated business intelligence tools will satisfy our tremendous appetite for data while its person-centric design will help us better serve member needs. With DNA, we’ll be able to quickly roll-out tailored products and have the flexibility to expand into new lines of business as our credit union grows.”

[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 developed 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, Mid-Minnesota FCU benefits from 24/7 real-time processing, robust retail, mortgage and business banking capabilities and a 360 degree view of its retail and business relationships.

Along with DNA, Mid-Minnesota FCU gains access to the DNAappstore™ – an online marketplace for custom core extensions called DNAapps™. Mid-Minnesota FCU can download DNAapps at any time to customize its DNA platform with new functionality, screens, processes and more. The credit union can also collaborate with its peers, Fiserv and independent developers to create DNAapps using DNAcreator™.

“With Fiserv, Mid-Minnesota FCU gains a highly-configurable core account processing platform in DNA and the benefits of integrated best of breed surround solutions to meet its members’ changing needs,” said Steve Cameron, president, Open Solutions Division, Fiserv. “Our proven solutions will scale with the credit union as it grows and help enhance the value the credit union delivers to its members for years to come.”

In addition to DNA, Mid-Minnesota FCU will implement the Financial Accounting suite, CRM and Business Intelligence suite and Voice Response for DNA. The credit union has engaged Fiserv for a pre-conversion best practices review to help it get the most out of its technology investment.

### **Additional Resources:**

- DNA from Fiserv – [www.fiserv.com/industries/credit-unions/account-processing-platforms/dna-credit-unions.htm](http://www.fiserv.com/industries/credit-unions/account-processing-platforms/dna-credit-unions.htm)
- DNAAppstore from Fiserv– [www.dnaappstore.com](http://www.dnaappstore.com)

### **About Mid-Minnesota Federal Credit Union**

Mid-Minnesota Federal Credit Union is a member-owned financial cooperative serving central Minnesota. The credit union has full-service offices in Alexandria, Baxter, Brainerd, Little Falls, Crosby, Pequot Lakes and Staples; as well as a drive-through branch in Baxter.

### **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](http://www.fiserv.com).

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