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Columbia State Bank Using InformEnt from Fiserv to Create an Enterprise Information Management Platform

InformEnt allows Columbia State Bank to consolidate enterprise information to make better informed business decisions

BROOKFIELD, Wis.--(BUSINESS WIRE)-- [Fiserv](#), Inc. (NASDAQ: FISV), a leading global provider of financial services technology solutions, announced today that [Columbia State Bank](#) is implementing its [InformEnt® Enterprise Data Warehouse](#) solution. Columbia State Bank plans to integrate and leverage data across the enterprise to create new business and cross-sell opportunities, build more efficient operational policies, tighten risk controls and optimize its technology infrastructure.

Expanding on its relationship with Fiserv, Columbia State Bank, with \$4.9 billion in assets and 80 banking offices in Washington and Oregon, is deploying the InformEnt® Enterprise Data Warehouse solution in an ASP model. Once fully implemented, the solution will provide Columbia State Bank with several critical data consolidation and business decision tools, including:

- Housing critical information from the Precision banking platform from Fiserv and other in-house and external systems
- Providing unlimited historical data capture and retention
- Facilitating ease of reporting, analytics and information dissemination with any business intelligence tool
- Empowering the business users with control of information
- Providing executive management the ability to monitor the bank's progress via dashboards
- Assisting with metrics and measurement programs to refine the bank's strategies.

“Columbia has a wealth of critical data across the enterprise and wanted to easily access that information, including current and historical data, and have the flexibility to disseminate information throughout the organization,” said Steve Yuran, senior vice president, Data Management Solutions, Fiserv. “InformEnt takes the complexity out of managing data and gives the business user fingertip access for analysis.”

A long-time Fiserv client, Columbia State Bank already uses the Precision™ bank platform for outsourced account processing, CheckFree RXP, the ACCEL/Exchange PIN debit

network, AML Manager, Internet Banking, Integrated Teller, Director™, Business Process Manager and EasyLender®.

Additional Resources:

- Columbia Bank - www.columbiabank.com
- InformEnt® Enterprise Data Warehouse - www.infomanagement.fiserv.com

About Columbia

Columbia State Bank, a wholly-owned subsidiary of Columbia Banking System, Inc. is a Washington state-chartered full-service commercial bank headquartered in Tacoma, Washington. Columbia Bank was awarded third place in the large employer category by *Seattle Business Magazine's* 100 Best Companies to Work For 2010 and was designated one of *Puget Sound Business Journal's* "Washington's Best Workplaces 2010".

With the January, 2010 FDIC-assisted acquisitions of Columbia River Bank and American Marine Bank, Columbia State Bank has 85 banking offices, including 60 branches in Washington State and 25 branches in Oregon. Columbia State Bank does business under the Bank of Astoria name at the Bank of Astoria's former branches located in Astoria, Warrenton, Seaside, Cannon Beach, Manzanita and Tillamook. More information about Columbia can be found on its website at www.columbiabank.com.

About Fiserv

Fiserv, Inc. (NASDAQ: FISV) is a leading global technology provider serving the financial services industry. Fiserv is driving innovation in payments, processing services, risk and compliance, customer and channel management, and business insights and optimization. For six of the past eight years, Fiserv ranked No. 1 on the FinTech 100, an annual international listing of the top technology providers to the financial services industry. For more information, visit www.fiserv.com.

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