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Georgia's Own Credit Union Expands Relationship with Fiserv, Selects DNA and Solution Suite to Drive Growth and Expand Innovative Service

- \$1.9 billion credit union adds DNA account processing platform and a portfolio of additional products and services from Fiserv
- Customizable open architecture and broad range of integrated Fiserv solutions enhance delivery of innovative services to members
- Commercial loan and deposit functionality of DNA boosts operational efficiency as Georgia's Own expands in commercial services and lending
- Strategic focus, expertise, and innovative solutions cited as key factors in credit union's decision

BROOKFIELD, Wis.--(BUSINESS WIRE)-- [Fiserv](#), Inc. (NASDAQ: FISV), a leading global provider of financial services technology solutions, announced today that Georgia's Own Credit Union, based in Atlanta, has expanded its relationship with Fiserv by selecting [DNA](#)™ and more than a dozen additional solutions to support the credit union's growth in new commercial services and lending markets. The technology from Fiserv will drive an enhanced member experience at the \$1.9 billion credit union by streamlining operations and accelerating the speed-to-market cycle for new products and services.

A Fiserv client for over 20 years, Georgia's Own is an 81-year-old full-service financial institution and the fourth-largest credit union in Georgia based on assets. By expanding its relationship with Fiserv the credit union gains a customizable, open-architecture technology foundation through DNA, enabling stronger integration of third-party solutions while supporting the development and launch of new products and services for its growing base of retail and business members. DNA also provides real-time processing with 360-degree views of member relationships to drive a more personalized experience for the approximately 185,000 members at Georgia's Own.

"The technology architecture, strategic vision and expertise of Fiserv are well aligned with our long-term growth plans, which include reaching out to the business community with new commercial and lending products and services while continuing to address the ever-changing financial needs of our retail members," said David Preter, chief executive officer, Georgia's Own Credit Union. "We chose to expand our relationship with Fiserv because of their ability to provide innovative solutions that will enable us to deliver exceptional value to our members and competitive differentiation in the market."

In addition to DNA, Georgia's Own has selected a suite of integrated CRM and business intelligence solutions, Verifast™, Wisdom™ 5300 Call Report Assistant, and several [DNAapps™](#) that leverage the open architecture of DNA to integrate customized enhancements and extensions. The credit union also added the DNAcreator™ toolkit, which enables it to develop custom DNAapps and market them to other financial institutions on the [DNAappstore™](#). Georgia's Own will leverage Professional Services for DNA™ and Strategic Technology Solutions for DNA™ to implement best practices, as well as Bank Intelligence Solutions® and Raddon to provide trusted insights and advice.

“As Georgia's Own identifies new ways to understand and serve their members, they clearly benefit from the open and person-centric architecture of DNA and the robust set of integrated solutions that Fiserv provides,” said Santo Cannone, chief product officer, Credit Union Solutions, Fiserv. “With DNA and the strategic counsel of Fiserv, Georgia's Own will be strongly supported with innovation and actionable intelligence to meet the current and future needs of its diverse membership.”

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 has been [recognized by industry-leading analysts](#) for its technology, user experience and breadth of functionality, including two recent awards from CEB TowerGroup for “Best-in-Class” product management and customer-centricity.

Additional Resources:

- DNA from Fiserv – <https://www.fiserv.com/industries/credit-unions/account-processing-platforms/dna-credit-unions.aspx>

About Georgia's Own

Based in Atlanta, Georgia, Georgia's Own Credit Union is a not-for-profit financial institution offering a full line of financial services and products. Founded in 1934, the credit union serves approximately 185,000 members through its 24 branches located throughout the greater Atlanta area, as well as through its mobile, tablet and online banking channels. Learn more at georgiasown.org.

About Fiserv

Fiserv, Inc. (NASDAQ: FISV) 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 than 30 years, Fiserv has been a leader in financial services technology, and today is among FORTUNE® magazine's World's Most Admired Companies and Forbes magazine's America's Best Employers. For more information, visit www.fiserv.com.

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