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## Vibrant Credit Union Converts to DNA and Adds Integrated Solutions from Fiserv to Reinvent Member Experience

- Vibrant Credit Union upgrades core account processing technology to reinvent the member experience and deliver services for the faster pace of life today
- Innovative, relationship-centered design of DNA provides the technology edge credit union needs to continue strong membership growth
- Credit union says collaboration between Fiserv and internal team was key to successful implementation

BROOKFIELD, Wis.--(BUSINESS WIRE)-- [Fiserv](#), Inc. (NASDAQ: FISV), a leading global provider of financial services technology solutions, announced today that Vibrant Credit Union, based in Moline, Illinois, has completed its conversion to the [DNA](#)® account processing platform and added several integrated solutions from Fiserv. Vibrant selected DNA to gain the advantages of an open, member-centered, core platform built on contemporary technology. The new platform enables Vibrant to deliver differentiated products and services and helps to create a distinct experience for its 41,000 members.

A high-performing credit union with a unique vision of redefining what a credit union can be, Vibrant recently began transforming itself - from changing its brand to reflect the lively enthusiasm the credit union has for serving members' financial needs to overhauling its technology to offer a truly distinct and vibrant member experience. The implementation of DNA from Fiserv is an important step to help enable the technology capabilities needed to deliver on its vision.

"I can't speak highly enough about the Fiserv team, their partnership and their level of commitment during our implementation of DNA. They proved they care as much about our business as we do, and that made the entire process a model conversion," said Matt McCombs, president and CEO of Vibrant Credit Union. "With DNA, we've gained agility and flexibility, and can customize the platform in minutes compared to weeks or months with our old system."

Along with DNA, Vibrant implemented a number of integrated solutions from Fiserv including the CRM and Business Intelligence suite, Digital Document, tMagic™ teller capture, Credit Card Management and other card solutions, Prologue™ accounting suite, Vantage™ Risk & Budgeting Manager, and item processing.

"The Vibrant Credit Union team is passionate about serving the evolving needs of members, and with Fiserv they have a partner with the technology, support and strategic vision to help

them deliver unique member experiences at the speed of life,” said Mark Sieviewright, president, Credit Union Solutions, Fiserv. “Our experienced and expert team provided a smooth and timely implementation for Vibrant. We look forward to helping them continue to grow and thrive.”

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 is the first open, core banking platform built for collaboration and has been [recognized by industry-leading analysts](#) for its technology, user experience and breadth of functionality.

#### **Additional Resources:**

- Matt McCombs, president and CEO, Vibrant Credit Union, discusses Fiserv (Video) - <http://fisv.co/VibrantCU>
- DNA from Fiserv - [www.fiserv.com/dna-cu](http://www.fiserv.com/dna-cu)
- DNAAppstore from Fiserv - [www.dnaappstore.com](http://www.dnaappstore.com)

#### **About Vibrant Credit Union**

Founded in 1935, Vibrant Credit Union serves residents and businesses throughout the Quad Cities region of northwest Illinois and southeastern Iowa. Membership is open to anyone who lives or works within 50 miles of any Vibrant branch. The innovative credit union was named the “Best Financial Institution” in the Quad Cities area by the Quad City Times, as well as “One of the Best Places to Work” for young professionals. Vibrant Credit Union is an involved corporate citizen that actively supports the communities it serves. For more information visit [www.vibrantcreditunion.org](http://www.vibrantcreditunion.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](http://www.fiserv.com).

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