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## **Broadway Bank Enhances Commercial Banking Experience to Support Growth Goals**

*Bank worked closely with Fiserv to implement new capabilities on an accelerated timeline*

BROOKFIELD, Wis.--(BUSINESS WIRE)-- [Fiserv, Inc.](#) (NASDAQ:FISV), a leading global provider of financial services technology solutions, announced today that Texas-based Broadway Bank is executing a strategy focused on driving growth in the commercial banking market with enabling technology from Fiserv. Broadway Bank has implemented the Commercial Center<sup>SM</sup> cash management solution and received positive reviews from business customers.

Senior leaders at the bank recognized the importance of choosing a cash management solution that delivers a seamless and feature-rich experience and is backed by the expertise needed to continue evolving and delivering what business customers want.

"What's unique about Fiserv and the team supporting Commercial Center is that they not only ask what our business customers want, but also take action to deliver that functionality. In fact, we shared feedback during the sales cycle that was implemented in a release before we even went live with the solution," said Jeff Foote, group executive vice president, Broadway Bank. "That type of responsiveness is evidence that Fiserv listens and wants us to be successful, and they have the agility to keep up with changing market demands."

Foote said the bank's previous commercial online banking solution was adequate but never a top factor in inspiring customer satisfaction and loyalty. In contrast, Commercial Center has been overwhelmingly popular with customers, who have commented that they appreciate the intuitive design that makes it easy to use. A single login for all online applications means customers make fewer clicks and no longer need to maintain multiple credentials.

"The teams at Broadway Bank and Fiserv worked closely to get Commercial Center up and running in six months. That's pretty incredible considering other vendors quoted implementation timeframes that were nearly twice as long," said Michael Bendele, vice president, commercial product manager, Broadway Bank. "The transition went smoothly and the move to Commercial Center was a positive experience for us and our customers."

"For a commercial-focused organization like Broadway Bank, delivering customer value is closely tied to delivering technology that makes it easier for customers to do business," said Troy Land, senior vice president, product management, Business Banking, Fiserv. "Creating intelligent experiences that enable businesses to move, manage and access money across every channel streamlines business financial management. We're focused on bringing these advancements to market quickly, so our clients can exceed the expectations of their commercial customers and attract new commercial business."

In a world moving faster than ever before, Fiserv helps clients deliver solutions in step with the way people live and work today - financial services at the speed of life. Learn more at [fiserv.com](#).

### **About Broadway Bank**

Headquartered in San Antonio, Broadway Bank was founded in 1941. It has evolved from a small neighborhood bank into one of the largest independently owned banks in Texas. Today, Broadway Bank continues to function as a privately-owned and operated financial institution offering a full-range of sophisticated financial services, including personal, private, military, business and mortgage banking, and wealth management. With \$3.6 billion in assets, the highly rated Bank operates more than 35 financial centers in the San Antonio and Austin regions. Visit [broadway.bank](#) for more information.

### **About Fiserv**

Fiserv, Inc. (NASDAQ:FISV) enables clients worldwide to create and deliver financial services experiences in step with the way people live and work today. For more than 30 years, Fiserv has been a trusted leader in financial services technology, helping clients achieve best-in-class results by driving quality and innovation in payments, processing services, risk and compliance, customer and channel management, and insights and optimization. Fiserv is a member of the FORTUNE<sup>®</sup> 500

and has been named among the FORTUNE Magazine World's Most Admired Companies® for five consecutive years, recognized for strength of business model and innovation leadership. For more information, visit [fiserv.com](http://fiserv.com).

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