



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

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**Brookfield, Wis., December 6, 2011** - [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 \$4.8 billion in assets and more than 100 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](http://www.columbiabank.com)
- InformEnt® Enterprise Data Warehouse - [www.infomanagement.fiserv.com](http://www.infomanagement.fiserv.com)

### About Columbia

Headquartered in Tacoma, Washington, Columbia Banking System, Inc. is the holding Company of Columbia State Bank, a Washington state-chartered full-service commercial bank which was again awarded one of *Seattle Business Magazine's* 100 Best Companies to Work For 2011 and was designated one of Puget Sound Business Journal's "Washington's Best Workplaces 2011".

Including the recent acquisitions of Bank of Whitman, Summit Bank and First Heritage Bank, Columbia Banking System has 102 banking offices, including 77 branches in Washington State and 25 branches in Oregon. Columbia Bank does business under the Bank of Astoria name in Astoria, Warrenton, Seaside, Cannon Beach, Manzanita and Tillamook in Oregon. More information about Columbia can be found on its website at [www.columbiabank.com](http://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](http://www.fiserv.com).

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