



Fiserv Delivers Embedded Finance to DoorDash Crimson Program

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Fiserv is enabling DoorDash to streamline the delivery of financial services to Dashers

MILWAUKEE--(BUSINESS WIRE)--Oct. 22, 2024-- [Fiserv, Inc.](#) (NYSE: FI), a leading global provider of payments and financial services technology, today announced a collaboration with DoorDash to embed financial services within the online delivery leader's digital platform. The collaboration is part of the [DoorDash Crimson Program](#), which aims to deliver a new and improved banking experience for "Dashers." The DoorDash Crimson Program is launching this month with a rollout planned in the coming weeks.

By partnering with Fiserv, DoorDash is collaborating with an industry leader in merchant acquiring, account processing, and card issuing to embed financial services for Dashers. The relationship provides DoorDash access to a robust suite of capabilities within the Dasher App, creating a simpler and more convenient experience for Dashers. Starion Bank, a long-time Fiserv community bank client, will serve as the Sponsor Bank for DoorDash Crimson accounts.

"New economy businesses, brands and marketplaces are looking for innovative ways to engage and create value for their customers by making financial services accessible through their commerce platforms," said Andrew Gelb, Head of Issuer Solutions at Fiserv. "As the only fintech company positioned at the nexus of commerce and banking, Fiserv enables marketplaces like DoorDash, and community financial institutions like Starion Bank, to serve shared customers within the digital and commerce experiences they prefer."

By embedding financial services through Fiserv within their experience, DoorDash aims to build closer connections to its community of Dashers through a more personalized user experience.

Core to DoorDash Crimson will be connection points to leading Fiserv platforms and technology – including Finxact, the next-gen ledger built on open architecture. Finxact is a modern system of record that enables brands, marketplaces and fintechs to deliver financial services through select sponsor banks efficiently and in a regulatory and compliant manner.

About Fiserv

Fiserv, Inc. (NYSE: FI), a Fortune 500 company, aspires to move money and information in a way that moves the world. As a global leader in payments and financial technology, the company helps clients achieve best-in-class results through a commitment to innovation and excellence in areas including account processing and digital banking solutions, card issuer processing and network services, payments, e-commerce, merchant acquiring and processing; and the Clover® cloud-based point-of-sale and business management platform. Fiserv is a member of the S&P 500® Index and has been recognized as one of Fortune® World's Most Admired Companies™ for 9 of the last 10 years. Visit [fiserv.com](#) and [follow us on social media](#) for more information and the latest company news.

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