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## **First Financial Bank Partners With Fiserv to Deliver Advanced Capabilities and Drive Commercial Business Growth**

*Bank selects a full range of Fiserv solutions to give customers more flexibility in managing their financial lives and to help attract business customers in and around Birmingham*

BROOKFIELD, Wis.--(BUSINESS WIRE)-- [Fiserv](#), Inc. (NASDAQ:FISV), a leading global provider of financial services technology solutions, today announced that First Financial Bank in Bessemer, Alabama, has selected Fiserv as its new technology partner. The bank was looking for a partner with a strong investment in research and development, innovative solutions and a high level of client support.

"In working with the Fiserv team and speaking with other clients, we are confident that we have found a partner with the technology and expertise to support our goals," says Kyle Goodwin, executive vice president and CFO, First Financial Bank. "Our customers have shared many compliments about the new services. We're delivering a better banking experience through a multitude of delivery channels."

Mobile banking is one of the new offerings that has been well received. The bank is using the Mobiliti™ mobile banking platform from Fiserv. Goodwin has heard from customers that the service is easy to use, and some customers are already using mobile banking more frequently than online banking.

The bank has also chosen a number of business-focused solutions from Fiserv to strengthen commercial banking capabilities and attract more businesses in the competitive market surrounding Birmingham. These solutions include Business Online™ for commercial online banking, CheckFree® Small Business for bill payment, Mobile Source Capture™ for remote deposit capture and Mobiliti: Tablet for a banking experience optimized for tablet users.

The bank converted to the Cleartouch® bank platform from Fiserv in April 2016. Goodwin says day-to-day operations have been smooth, and the Fiserv client services team has provided a high-level of support for the bank's employees as they have questions.

"The First Financial Bank leadership team has a compelling vision for banking services that save time and give both retail and commercial customers more visibility into and control of their finances," says Teri Carstensen, president, Bank Solutions, Fiserv. "People aren't thinking about financial services, they're living their lives and expect speed, ease and convenience. First Financial Bank is using Fiserv solutions to make it easy for customers to do what they need to, when they need to."

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. Javelin Strategy & Research named Fiserv best mobile banking provider for three consecutive years.

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

### **About First Financial Bank**

First Financial Bank is a community-oriented institution, headquartered in Bessemer, Alabama. First Financial Bank is proud of its community banking heritage and has been servicing families and businesses since 1937. For more information, visit [www.ffbalabama.com](http://www.ffbalabama.com).

### **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 global leader in financial services technology. Fiserv is a FORTUNE 500 company and in 2016 was honored to be named a FORTUNE magazine's World's Most Admired Company for the third consecutive year. In 2015 the company was recognized among Forbes magazine's America's Best Employers. For more information, visit [Fiserv.com](http://Fiserv.com).

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**Media Relations:**

Ann Cave  
Director, Public Relations  
Fiserv, Inc.  
678-375-4039  
[ann.cave@fiserv.com](mailto:ann.cave@fiserv.com)

**Additional Contact:**

Elizabeth McMillan  
Director, Corporate Communications  
Fiserv, Inc.  
678-231-3443  
[elizabeth.mcmillan@fiserv.com](mailto:elizabeth.mcmillan@fiserv.com)

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