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Fiserv Expands Reach in Canada as Three British Columbia Credit Unions Choose DNA for Core Account Processing

- ┆ Bulkley Valley Credit Union, North Peace Savings and Credit Union, and Spruce Credit Union select DNA real-time account processing platform
- ┆ Fiserv market leadership and flexibility of DNA cited as key factors in selection
- ┆ Open, member-centric DNA platform will enable delivery of a more personalized member experience in step with life today while enhancing credit union efficiency

BROOKFIELD, Wis.--(BUSINESS WIRE)-- [Fiserv](#), Inc. (NASDAQ:FISV), a leading global provider of financial services technology solutions, announced today that three credit unions located in British Columbia have selected the DNA[®] account processing platform from Fiserv. The credit unions include: Bulkley Valley Credit Union (\$320 million in assets), based in Smithers; North Peace Savings and Credit Union (\$477 million in assets), based in Fort St John; and Spruce Credit Union (\$132 million in assets), based in Prince George.

All three credit unions required a proven, leading-edge account processing platform with an open architecture and person-centric data model providing the flexibility to address members' changing needs. They join [Williams Lake and District Credit Union](#), another credit union based in British Columbia that selected the DNA platform in 2015.

Fiserv partner Celero will provide conversion services for all three credit unions as well as hosting and business services for North Peace Savings and Credit Union and Spruce Credit Union. Fiserv will host DNA for Bulkley Valley Credit Union.

"NPSCU is focused on our members' lifestyles and ambitions, and providing financial services that help them achieve their goals," said Mitchel Chilcott, CEO, North Peace Savings and Credit Union. "Implementing DNA will help us become more efficient and enhance the member experience. Most important, being a part of the large DNA community in Canada will enable us to benefit from shared insights."

"As the leading credit union technology provider in Canada, Fiserv is familiar with the market in which we operate, which was important to us," said Kelly Zammit, CEO, Spruce Credit Union. "The DNA platform lets us take advantage of an open technology foundation to provide world-class tools and financial solutions to our members. We're also gaining front- and back-office efficiencies that will enable us to spend more time interacting with members."

DNA is a unified core platform that's designed around member relationships to deliver personalized service and more relevant product offerings. The open architecture of DNA makes it easy for financial institutions to integrate a range of additional Fiserv and third-party solutions, add new products and services quickly, and take advantage of DNAapps™ that the credit union can create for itself or download from the DNAappstore™ to enhance member service.

"Bulkley Valley, NPSCU and Spruce are innovative credit unions that are embracing technology to deliver financial services at the speed of life, deepening their engagement with their members and their communities," said Rob Palin, general manager in Canada for Open Solutions, Fiserv. "The DNA platform will enhance their ability to serve members across all channels while delivering a consistently superior member experience. Fiserv welcomes the opportunity to contribute to the long-term success of our newest credit union partners in British Columbia."

Fiserv is the North American market leader in account processing services. Fiserv account processing platforms are used by more than half of the Top 100 credit unions in Canada. DNA has been [recognized by industry-leading analysts](#) for its technology, user experience, and breadth of functionality.

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](#).

Additional Resources:

- | DNA from Fiserv - www.fiserv.com/dna-cu
- | DNAappstore from Fiserv - www.dnaappstore.com

About Bulkley Valley Credit Union

Since May 1941, Bulkley Valley Credit Union has been building a solid financial institution that members from Burns Lake to the Hazeltons have grown to rely on. People helping people is how we began and we strive to remain people-oriented, both in our financial services and through direct involvement with our communities. We are dedicated to local decision-making and local control, key factors in providing the kinds of services that meet the financial needs of individuals and business members alike. Bulkley Valley Credit Union provides the same national strengths as larger financial institutions and is part of an integrated national network with more than \$66 billion in assets. Bulkley Valley CU serves 15,000 members from four branches. Read more about Bulkley Valley Credit Union at www.bvcu.com.

About North Peace Savings and Credit Union

NPSCU was founded in 1947 and is a democratic, ethical and innovative provider of financial services to its members. NPSCU has grown to become a major financial institution serving the people of northern BC. NPSCU is committed to doing business in a way that strengthens its own long-term success while contributing to the social, economic, and environmental well-being of the community. NPSCU is committed to delivering real solutions to help our members and community achieve their financial goals. NPSCU's mission statement is *"Helping our members succeed in life. We work to simplify and enrich members' lives with exceptional, locally-relevant solutions."* Read more about NPSCU at www.npscuc.ca.

About Spruce Credit Union

Spruce Credit Union is a member-owned Financial Institution serving the community of Prince George and surrounding area. We have been serving the members of Spruce Credit Union for over 60 years. Originally formed in 1951 as the Catholic Credit Union, the name was formally changed to Spruce Credit Union in 1977. We are a full service Credit Union offering a wide selection of financial products and services for everyone. Dedicated to responsibly growing assets, earnings and membership, our knowledgeable staff, management and directors strive to provide the right financial services and products in the right way, at the right place, at the right time, and at the right price. Read more about Spruce at www.sprucecu.bc.ca.

About Celero

Celero is a leading provider of IT solutions to financial institutions across Canada and is consistently ranked among the world's top financial technology companies on the annual FinTech 100 list. A full-service IT shop, Celero provides complete banking solutions, IT planning, systems integration, hosting, support, maintenance and professional services to meet the unique needs of financial institutions of all sizes and delivers world-class reliability through our Canadian-based data centres, employees and operations. For more information about Celero, visit celero.ca.

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.

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