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## **Gesa Credit Union Selects Acumen from Fiserv to Support Member Growth, Improve Service and Reduce Cost of Ownership**

- | Modern architecture and customization capabilities key to selection of Fiserv
- | Account processing suite includes built-in CRM, as well as integrated solutions for content management and item processing
- | Robust solution supports growth plans in commercial services and provides multi-language capabilities to better serve Spanish-speaking members

BROOKFIELD, Wis.--(BUSINESS WIRE)-- [Fiserv, Inc.](#) (NASDAQ: FISV), the leading global provider of financial services technology solutions and the largest provider of business-driven technology [solutions for credit unions](#), announced today that [Gesa Credit Union](#) of Richland, Wash., has chosen to implement the Acumen™ account processing solution from Fiserv with in-house delivery. A rapidly growing credit union with assets of nearly \$1 billion, Gesa cited the modern Internet architecture of Acumen and its support of business services as key factors in the credit union's decision.

In addition to the Acumen solution, Gesa selected Nautilus® from Fiserv for enterprise content management and ATM Source Capture™, Branch Source Capture™ and Teller Source Capture™ solutions from Fiserv for item processing.

Gesa Credit Union has a strong record of growth, increasing assets 58 percent since 2006 and growing membership from 74,597 to 97,553 in the same period. Leaders for the credit union attribute their success to population growth as well as their commitment to support the evolving needs of the community with new services and technologies.

"We were focused on finding a solution to support our ongoing growth," said Christina Brown, Chief Executive Officer. "Acumen has all the attributes that we were looking for -- modern architecture, written in modern programming language and flexibility so that makes it easy to enhance and customize. The one thing that stood out the most for us is that Acumen not only incorporates all the functionality that we're looking for, but also has built in CRM. It makes sense, and Fiserv is the first to do it."

Brown also said that the system's ability to support a full range of services for business members is important because commercial services are considered a growth area for the credit union. Gesa has many members who own their own businesses and credit union leaders want to offer more of what those members need. The multi-language capabilities of Acumen also appealed to decision makers who were looking for new ways to better serve Spanish-speaking members.

"Gesa has been one of our valued clients for 25 years, and we are pleased that they have chosen Acumen to support their progressive business model," said Kevin Sparks, segment executive for Credit Union Solutions at Fiserv. "We developed Acumen with a 360-degree member view, multilingual and multicurrency capabilities, and Web services that support tight integration to value-add products and services. With these business-transforming tools, Acumen will empower Gesa to meet its strategic goal of growing membership through personalized service."

Acumen is the newest choice in account processing for credit unions from Fiserv. Designed to meet the needs of the largest, most progressive credit unions, Acumen features an open architecture, advanced functionality and superior ease of use, plus the ability to cost-effectively scale as credit unions grow. Acumen is available via service bureau, in-house delivery or resource management.

### **Additional Resources:**

- | Acumen information and brochure — <http://bit.ly/hxpTk1>
- | Fiserv Credit Union Solutions website - <http://www.creditunions.fiserv.com/>
- | Fiserv Credit Unions on Twitter - [http://twitter.com/fiserv\\_cu](http://twitter.com/fiserv_cu)
- | Gesa Credit Union - <http://www.gesa.com>

## About Fiserv

Fiserv, Inc. (NASDAQ: FISV) is the leading global provider of information management and electronic commerce systems for the financial services industry, driving innovation that transforms experiences for financial institutions and their customers. Fiserv is ranked No. 1 on the FinTech 100 survey of top technology partners to the financial services industry. For more information, visit [www.fiserv.com](http://www.fiserv.com).

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