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Affinity Plus Federal Credit Union Chooses Fiserv to Enhance Digital Banking Strategy

Responding to member feedback, credit union sharpens its digital focus with an eye toward easy and engaging experiences

BROOKFIELD, Wis.--(BUSINESS WIRE)-- [Fiserv, Inc.](#) (NASDAQ:FISV), a leading global provider of financial services technology solutions, today announced that [Affinity Plus Federal Credit Union](#) has selected Fiserv to help meet the demand among its members for intuitive and reliable digital self-service banking capabilities. The credit union will implement the Architect digital banking solution from Fiserv as part of its multi-channel approach to supporting members in branches, over the phone, and through digital channels.

Affinity Plus selected Architect as the right platform to help meet members' requests for a robust digital banking experience. The credit union valued the fact that Fiserv has worked with a landscape of credit unions in similar situations.

"Our members let us know they want a simple, intuitive, reliable and improved way to bank with us digitally," said Dave Larson, president and CEO, Affinity Plus Federal Credit Union. "Fiserv shares our vision for the experience we want to provide for our members, and they have the size and expertise to provide the selection of capabilities we need to deliver."

The Architect platform chosen by Affinity Plus supports the member-experience principles that drive the credit union's mobile-first strategy. Architect enables online, mobile, and tablet banking, facilitating a seamless user experience across channels. The platform can also be customized by the credit union, giving Affinity Plus the opportunity to put the precise needs of its members first.

Architect will allow Affinity Plus to deliver digital self-service banking to more than 130,000 online and mobile members.

"For many members, their primary way of engaging with the credit union is through digital channels," said Kevin Schultz, group president, Digital Banking, Fiserv. "Because of this, people place high value on the digital banking experience. That experience can be a differentiator for credit unions like Affinity Plus that deliver capabilities that are in step with the way people live their lives."

Architect is part of the Fiserv portfolio of digital solutions that delivers robust digital banking and electronic payments functionality. The solution features a software development kit (SDK) that gives financial institutions the control to customize and expand the solution when and how they want.

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. For more information, visit [fiserv.com](#).

About Affinity Plus Federal Credit Union

Affinity Plus Federal Credit Union is a not-for-profit, financial cooperative that puts people first above profits. Members of Affinity Plus receive maximum value through competitive rates, minimal fees, and unique, member-centric products and programs. Affinity Plus has 28 branches located throughout the state of Minnesota. With over \$2 billion in assets, Affinity Plus is based in St. Paul and is owned by more than 185,000 members. Additional information is available at [www.affinityplus.org](#) or by calling (800) 322-7228.

About Fiserv

Fiserv, Inc. (NASDAQ:FISV) enables clients worldwide to create and deliver financial services experiences that are in step with the way people live and work today. For more than 30 years, Fiserv has been a trusted leader in financial services technology, helping clients achieve best-in-class results by driving quality and innovation in payments, processing services, risk and compliance, customer and channel management, and insights and optimization. Fiserv is a member of the FORTUNE® 500 and has been named among the FORTUNE Magazine World's Most Admired Companies® for four consecutive years, ranking first in its category for innovation in 2016 and 2017. For more information, visit [fiserv.com](#).

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Media Relations:

Ann Cave

Director, Public Relations

Fiserv, Inc.

678-325-9435

ann.cave@fiserv.com

Additional Contact:

Elizabeth McMillan, APR

Director, Corporate Communications

Fiserv, Inc.

678-375-1119

elizabeth.mcmillan@fiserv.com

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