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## Wildfire Credit Union Selects DNA from Fiserv

- | Progressive credit union chooses DNA and integrated solutions from Fiserv to accelerate growth
- | Person-centric DNA to enhance service for the more than 37,000 retail and business members of Wildfire
- | DNA platform's advanced architecture and standards-based DNAcreator toolkit were key factors in the credit union's decision

BROOKFIELD, Wis.--(BUSINESS WIRE)-- [Fiserv](#), Inc. (NASDAQ: FISV), a leading global provider of financial services technology solutions, today announced that Wildfire Credit Union, based in Saginaw, Mich., has selected the [DNA™](#) account processing platform and a comprehensive set of integrated solutions from Fiserv to better serve its more than 37,000 members. The \$689 million asset credit union cited the platform's person-centric design, robust business functionality and flexible, standards-based technology as key to its selection.

"The person-centric design of DNA will give us total visibility into our member relationships, enabling us to provide even better service and more relevant products," said Tim Benecke, Chief Executive Officer, Wildfire Credit Union. "The fact that DNA is used by banks as well as credit unions gives us confidence in the platform's ability to expand our member business relationships. And because DNA is based on modern standards, we'll have access to a deep pool of developers that can extend the platform by creating and downloading DNAapps™."

[Recognized by industry-leading analysts](#) for its technology, user experience and breadth of functionality, DNA from Fiserv is the first open, person-centric core banking platform built for global collaboration. DNA was completely rewritten using C# within the .Net framework for a state-of-the-art core platform that banks and credit unions can rely on for the long-term. With DNA, clients benefit from 24/7 real-time processing, robust retail, mortgage and commercial banking capabilities and a 360 degree view of retail and business relationships.

The unique customization and extensibility opportunities made possible by DNAcreator™ and DNAappstore™ played a key role in Wildfire's decision to select DNA. With the DNAcreator development toolkit, Wildfire's technical staff can create seamlessly integrated, custom core extensions called DNAapps that add new functionality, screens and processes to DNA. Wildfire can sell its DNAapps to other financial institutions as well as purchase those created by others through the DNAappstore — the first collaborative online marketplace for custom core applications.

"Over the last four years, Wildfire has made a tremendous investment in its future with a name change, new facilities and an IT infrastructure overhaul. By completing its modernization effort with DNA and several leading add-on solutions from Fiserv, the credit union has gained the ability to build on its investments with a core platform rewritten to leverage the latest technologies," said Steve Cameron, president, Open Solutions Division, Fiserv.

In addition to DNA, Wildfire will implement Nautilus® enterprise content management, Prologue™ financial accounting, ConvergeIT® interactive voice response, AML Manager anti-money laundering and the CRM/BI suite for DNA. Wildfire is an existing client of the Raddon Financial Group, a consulting and research group of Fiserv.

### Additional Resources:

- | Open Solutions, now part of Fiserv — [www.fiserv.com/about/brands/open-solutions.htm](http://www.fiserv.com/about/brands/open-solutions.htm)
- | DNAappstore — [www.dnaappstore.com](http://www.dnaappstore.com)

### About Wildfire Credit Union

Wildfire Credit Union is a member-owned, not-for-profit financial institution founded in 1937. Wildfire offers an extensive range of personal and business services to meet the changing financial needs of its members. With a long-standing commitment to outstanding member service, Wildfire also continually strives to provide its members with products and services that encompass the latest technology. Wildfire is a community chartered credit union with a field of membership

that includes 23 counties in mid and northern Michigan. Learn more at [www.wildfirecu.org](http://www.wildfirecu.org).

## **About Fiserv**

Fiserv, Inc. (NASDAQ: FISV) is a leading global technology provider serving the financial services industry, driving innovation in payments, processing services, risk and compliance, customer and channel management, and business insights and optimization. For more information, visit [www.fiserv.com](http://www.fiserv.com).

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