



October 14, 2014

## Cross County Savings Bank Selects DNA from Fiserv to Expand Customer Relationships

- | Customer-oriented bank selects Fiserv to automate processes, deepen relationships and focus on the future
- | DNA will give Cross County Savings Bank access to integrated banking solutions from Fiserv
- | Time-savings, extensibility and customer-centric technology were key factors in the selection of Fiserv

BROOKFIELD, Wis.--(BUSINESS WIRE)-- [Fiserv](#), Inc. (NASDAQ: FISV), a leading global provider of financial services technology solutions, announced today that Cross County Savings Bank, based in Middle Village, New York, has selected the [DNA](#)™ account processing platform and several integrated solutions to attract and serve future generations of customers. The \$400 million asset bank will use the Fiserv platform to automate many of its processes and offer more personalized products.

Founded in 1888, Cross County Savings Bank has earned the loyalty of generations of New Yorkers by delivering exceptional service. To keep going the extra mile for its customers, the bank needed a modern core platform that could help it drive efficiency and deepen relationships. After a thorough review of account processing systems, Cross County Savings Bank selected DNA from Fiserv.

"DNA will streamline our operations so that we can dedicate even more time to providing the personalized service that is the hallmark of our bank," said George Makowski, Chief Operating Officer, Cross County Savings Bank. "The platform offers everything we wanted - automation, a 360 degree view of customers and a contemporary technology foundation. We'll have access to a huge array of integrated solutions from Fiserv to help us grow and adapt to the needs of future generations."

In addition to Fiserv solutions, Cross County Savings Bank will have the ability to add new functionality with user-created DNA applications, called DNAapps™. Cross County Savings Bank can create its own DNAapps using the DNAcreator™ development toolkit or download those created by others from the DNAappstore™ - the first collaborative online marketplace for custom core extensions. DNAapps enable users to quickly customize and enhance the robust retail, mortgage and commercial banking capabilities of DNA.

"DNA will help Cross County Savings Bank gain a richer understanding of customer needs and provide employees with additional opportunities to deliver outstanding products and services," said Steve Cameron, president, Open Solutions Division, Fiserv. "The bank has a trusted, long-term partner in Fiserv that will help it keep competitive with our industry-leading solutions for years to come."

In addition to DNA, Cross County Savings Bank will implement the CRM & Business Intelligence suite for DNA, instant issue card production and network services. The bank is an existing user of Fiserv debit processing services.

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. DNA has been [recognized by industry-leading analysts](#) for its technology, user experience and breadth of functionality, including two recent awards from CEB TowerGroup for "Best-in-Class" product management and customer-centricity.

### Additional Resources:

- | DNA from Fiserv - [www.fiserv.com/industries/bank-platforms/dna-bank-platform.aspx](http://www.fiserv.com/industries/bank-platforms/dna-bank-platform.aspx)
- | DNAappstore from Fiserv - [www.dnaappstore.com](http://www.dnaappstore.com)

### About Cross County Savings Bank

Founded in 1888, Cross County Savings Bank is a \$400 million asset bank that provides a full range of personal and business banking services through its six New York metropolitan area branches and online channels. Customer satisfaction is the foundation upon which the bank was built and continues to be the driving force behind everything the bank does

today. Learn more at [www.crosscounty.com](http://www.crosscounty.com).

## **About Fiserv**

This year, Fiserv Inc. (NASDAQ: FISV) celebrates 30 years of leadership in financial services technology. As one of FORTUNE® magazine's World's Most Admired Companies, Fiserv is helping clients worldwide achieve best-in-class results by 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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Source: Fiserv Inc.

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