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First National Community Bank Selects DNA from Fiserv

- ┆ Largest independent community bank in Northeastern Pennsylvania chooses DNA from Fiserv to provide real-time, personalized service
- ┆ The open architecture and customer-centric design of DNA will help FNCB increase efficiency and deepen its individual customer and small business relationships
- ┆ The DNA platform's open design and seamless integration with the bank's customer interaction channels were key factors in the bank's decision

BROOKFIELD, Wis.--(BUSINESS WIRE)-- [Fiserv](#), Inc. (NASDAQ: FISV), a leading global provider of financial services technology solutions, today announced that First National Community Bank (FNCB), based in Dunmore, Pa., has selected the [DNA™](#) account processing platform from Open Solutions, now part of Fiserv, to better serve its more than 75,000 accounts. The \$939 million asset bank cited the platform's real-time, open architecture and seamless channel integration as factors that will help the bank increase efficiency and provide faster, more complete customer service.

"As the largest locally owned community bank in Northeastern Pennsylvania, we needed a core platform that could serve a variety of individuals and businesses while keeping us true to our community banking roots," said Joseph Earyes, Chief Retail Banking & Operations Officer, FNCB. "The flexible, open architecture and real-time, person-centric design provided by DNA will help us deliver more personalized products and services while building long-lasting relationships with our customers. Moving to the forefront of innovation in terms of our core operating system will serve to enhance FNCB's competitive position in the marketplace."

[Recognized by industry leading analysts](#) for its best-in-class technology, user experience and breadth of functionality, DNA from Fiserv is the first open, relationship-centered core banking platform built for global collaboration. The platform provides 24/7 real-time processing and is supported by an extendable relational data model designed around the person, not the transaction, so that FNCB staff can securely view complete profiles of their retail and commercial customers. A single database design easily integrates with customer facing channels to streamline operations, saving time for staff and customers.

"With DNA, built-in features and modern technology will allow us to harmonize the connections among our online, ATM and debit card, and telephone banking channels, thereby increasing efficiency and creating a more unified customer experience," said Paul Dunda, senior vice president of information services at FNCB. "Plus, with DNA, we can use innovative tools like DNAcreator™ and DNAappstore™ to adapt to the evolving needs of our customers, and provide a personal and technologically advanced experience for years to come."

With the platform's .NET architecture, FNCB can easily enhance DNA with solutions from Fiserv and third-party partners. The bank will also have access to the DNAcreator development toolkit, which allows bank IT professionals to create and sell custom core extensions called DNAapps™ to other financial institutions via the DNAappstore. DNAappstore is the first online marketplace for core innovation and global collaboration, creating the potential for additional revenue for the bank through shared custom applications.

"DNA gives FNCB a competitive advantage in the communities it serves," said Steve Cameron, president, Open Solutions Division, Fiserv. "With our innovative approach to collaborative enterprise technology and the leadership and breadth of solutions from Fiserv, we are able to deliver tremendous value to institutions like FNCB that want to leverage the latest technology to improve efficiency and enhance customer service."

FNCB will also integrate a comprehensive solution set from Fiserv with the implementation of DNA, including Publisher and Report Writer to extend business intelligence capabilities, Opencheck™: Consumer Capture, Accel™ payments network, Debit Processing, UChoose Rewards®, Prologue™ for general ledger and Frontier™ Reconciliation.

Additional Resources:

- | Open Solutions, now part of Fiserv — www.fiserv.com/about/brands/open-solutions.htm
- | DNAappstore — www.dnaappstore.com

About First National Community Bank

Founded in 1910, FNCB supports its mission: Simply a better bank™ with an endless commitment to the communities they serve. With 21 branches throughout Lackawanna, Luzerne, Monroe, and Wayne counties, FNCB is the largest independent community bank in Northeastern Pennsylvania leading the way in personal, small business and commercial banking solutions. For more information, visit www.fncb.com.

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.

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