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Heritage Financial Corporation Selects DNA Account Processing Platform from Fiserv to Accelerate Growth

- | Commercial bank chooses the collaborative DNA platform from Open Solutions, now part of Fiserv, to consolidate systems and accommodate rapid growth
- | Integrated solutions for CRM, business intelligence, item processing, teller capture, interactive voice response and document management will complement DNA platform
- | Open architecture of DNA combined with its strong commercial capabilities 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 Heritage Financial Corporation, based in Olympia, Wash., has selected the [DNA](#)™ account processing platform from Open Solutions, now part of Fiserv, to better serve the customers of Heritage Bank and Central Valley Bank. The \$1.3 billion asset holding company cited the platform's state-of-the-art technology, flexible architecture and strong commercial capabilities as key factors in the decision.

"DNA will help us achieve quick wins with operational efficiencies, a single loan system and a 360-degree view of our customer relationships. It's a proven platform we can build on for the future," said Lisa Welander, senior vice president and Chief Information Officer, Heritage Bank. "With four acquisitions in three years, we need technology that can help us standardize operations, achieve aggressive growth targets and create a competitive advantage with the customer experience. We found our answer in Fiserv."

Recognized by industry leading analysts for its best-in-class technology, user experience and breadth of functionality, DNA is the first open, relationship-centered core banking platform built for global collaboration. The platform employs a real-time, relational data model designed around the person, not the transaction, so that Heritage Bank staff can securely view complete profiles of their retail and commercial customers by person, product or account. The bank also gains a single loan system for consolidated commercial, mortgage and consumer servicing with the ability to implement master line processing.

With the platform's open .NET architecture, Heritage Bank can easily enhance DNA with solutions from Fiserv and other 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.

"The flexible, open architecture of DNA will enable Heritage Bank to easily integrate debit and ATM processing solutions from Fiserv as well as collaborate with a large and growing community of innovative financial institutions using the DNAappstore," said Steve Cameron, president, Open Solutions division, Fiserv. "The platform's proven commercial and retail capabilities will improve this full-service community bank's ability to successfully execute on its mission of exceeding customer expectations, empowering employees and enhancing shareholder value."

Heritage Bank already utilizes the ACCEL/Exchange® payments network and Prologue™ financial management suite from Fiserv. The bank also plans to implement [Opencheck](#)™ for outsourced item processing and merchant capture, [DNA - tMagic](#)™ for teller capture, [DNAvoice](#)™ for telephone banking, [DNAdocument](#)™ for document management and the platform's [CRM and business intelligence suite](#).

Additional Resources:

- | DNA from Open Solutions, now part of Fiserv — <http://www.opensolutions.com/Solutions/core-banking/dna-core.aspx>
- | Heritage Bank — www.heritagebanknw.com

About Heritage Financial Corporation

Heritage Financial Corporation is an Olympia-based bank holding company with approximately \$1.3 billion in assets whose wholly owned banking subsidiaries are Heritage Bank and Central Valley Bank. Heritage Bank operates a full-service commercial bank primarily along the I-5 corridor with twenty-eight banking offices in western Washington and the greater Portland, Oregon area. Central Valley Bank, headquartered in Yakima, Washington, operates six branches in the Yakima Valley. Central Valley Bank specializes in agricultural lending and works with many of the businesses in that region. More information about Heritage Financial Corporation can be found on its website at www.hf-wa.com and more information about Heritage Bank can be found on its website at www.heritagebanknw.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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