

DNAappstore™

Access a Global Marketplace for Custom DNAapps™ that Enhance and Extend Your DNA™ Account Processing Platform



Facing ever-increasing demands from regulators, competitors, consumers and small businesses, your financial institution must continually adapt to succeed. You can expand your offerings and keep pace with market demands by implementing innovative DNAapps from the DNAappstore.

Your DNA account processing platform is already a powerful, robust solution. Extend and enhance that platform through the DNAappstore – a global, collaborative community for trying, buying and selling custom DNAapps that are easy to implement and add significant value to your DNA solution.

Better Solutions Through Collaboration

This unique community gives you access to seamlessly integrated DNAapps from the diverse universe of banks and credit unions using DNA, as well as Fiserv partners and independent developers worldwide. Talented business and technology professionals come together via the DNAappstore to nurture ideas that help financial institutions differentiate themselves, improve business processes, increase efficiency and create new opportunities.

Your Source for Innovative DNAapps

The DNAappstore (www.DNAappstore.com) is the central repository for DNAapps that allow you to customize and extend DNA on-demand, independent of our standard software release cycles. With easy access to an ever-growing variety of DNAapps, the DNAappstore lets you continually entertain new opportunities to enhance the value of your DNA platform.

Visit the DNAappstore to discover affordable, market-differentiating functionality that addresses your specific business needs, review product features and capabilities, learn more about DNAapp developers and read user reviews. You'll find a diverse offering of DNAapps enabling you to:

- Use custom inquiries, workflows and stand-alone apps to support unique business needs
- Improve operating efficiency and generate revenue
- Enhance your customers' or members' service experience
- Integrate solutions from Fiserv and others

With our "try before you buy" program, you can download any of the DNAapps into a test environment at no charge and purchase if you decide to move into production. All DNAapps are validated by Fiserv before they are placed on the DNAappstore, ensuring a tested, quality solution.



Fiserv is driving innovation in Payments, Processing Services, Risk & Compliance, Customer & Channel Management and Insights & Optimization, and leading the transformation of financial services technology to help our clients change the way financial services are delivered. Visit www.fiserv.com for a look at what's next now.

Flexibility Redefined

Your DNA platform is built on industry-standard technologies like the Oracle® relational database and Microsoft®.NET development platform. This open, modern architecture facilitates creation of the many DNAApps available on the DNAAppstore. The first global marketplace for community-based innovation in the account processing software industry, the DNAAppstore promotes the ongoing, collaborative development and distribution of new solutions to help banks and credit unions succeed.

Create Your Own DNAApps

Fiserv also empowers you to create your own DNAApp solutions using our DNAcreator™ toolkit, available for free from the DNAApp Development Center. This complete software toolkit allows developers to access DNA authorizations, processes and data and incorporate them into customized DNAApps using industry-standard tools and technologies such as Visual Studio, C#, Single-Page Applications, Workflows, ASP.NET, Web API, WPF, WCF, Winforms, JavaScript and HTML5.

Once DNAApps have passed the Fiserv validation process, they can be placed on the DNAAppstore and made available to all DNA clients. This community-based approach to creating and sharing innovation fills the DNAAppstore with many solutions to enhance your DNA platform.

Key Benefits

- Seamlessly enhance and extend the functionality of your DNA platform
- Discover innovative DNAApps solutions that address specific business needs, differentiate your financial institution and extend your competitive edge
- Add new functionality when needed, without waiting for standard release cycles
- Reduce risk by trying DNAApps free in a test mode before you buy
- Enjoy the confidence that DNAApps solutions have been validated as quality solutions
- Gain more flexibility by creating your own DNAApps solutions using DNAcreator

Connect With Us

For more information about the DNAAppstore, contact us at 800-872-7882, email getsolutions@fiserv.com, or visit www.fiserv.com.



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