

DNAcreator™ for Partners

A Unique Opportunity for Fiserv Partners to Create and Market Applications that Enhance the DNA™ Account Processing Platform

To differentiate your offerings, you need to provide unique solutions that add value for your clients. DNAcreator from Fiserv gives you the power to customize the DNA account processing system and add innovative functionality that can set you apart from the competition.



The DNAcreator software development kit (SDK) empowers Fiserv partners to enhance the integration between their products and the industry-leading DNA platform to add unique capabilities, increase the value of their offerings and make them easier to use.

Add More Power to Your Products

DNAcreator is a powerful suite of tools you can use to extend and enhance DNA, to create rich, integrated DNAapp™ solutions that leverage the DNA platform to provide innovative capabilities. DNAcreator provides the same development tools that Fiserv uses to extend the DNA platform.

As a certified DNAcreator developer, your DNAapp solutions are validated by Fiserv and made available on the DNAappstore™ (www.DNAappstore.com), a collaborative online marketplace for sharing innovation among DNA users. Talented business and technology professionals come together via the DNAappstore to nurture ideas that help banks and credit unions differentiate themselves, improve business processes and deliver an enhanced customer or member experience. DNAapps include a wide range of useful, efficient solutions that are easy to access, easy to implement and add significant value to a financial institution's business.

Help Yourself to the Opportunity

Together, DNAcreator and the DNAappstore provide a powerful opportunity to transform your applications into seamlessly integrated components of the DNA platform that can be marketed to DNA users, improving your brand visibility. As a DNAcreator developer, you can increase client satisfaction, boost sales of your products to DNA clients and generate additional profit on the DNAapp solutions you create and sell through our revenue sharing program.

Advantages for Reseller and Service Bureau Partners

- Fast, easy development of partner-specific DNAapps
- Inexpensive DNAapp deployment
- Increased exposure to the Fiserv client base

Advantages for Solutions Partners

- Ability to offer more tightly integrated solutions
- Faster interface deployment
- Improved product penetration
- Additional revenue from DNAapp sales

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.

Advantages for Independent Developers

- Ability to showcase your development skills
- Additional revenue from DNAApp sales

Add a DNAAppstore Sponsorship

DNAAppstore sponsorship opportunities can further increase your company's visibility and enable you to reach a targeted, highly qualified audience of Fiserv clients that are your key prospects. A DNAAppstore sponsorship gives you visibility among the DNA user base – unparalleled in the financial services technology industry – at a low cost-per-client. To ensure that you enjoy significant visibility, Fiserv accepts only a limited number of sponsorships.

Your DNAAppstore sponsorship offers you these valuable benefits:

- Visibility among DNA financial institution users in an environment where they are searching for account processing-related solutions and ways to enhance the service experience for customers or members
- Visibility to hundreds of additional financial institutions and technology providers browsing the DNAAppstore
- Click-through access from your banner on the DNAAppstore to a call-to-action landing page that you define
- Optional sponsorship extensions, such as hosted webinars and placement of your message on the DNAAppstore

Connect With Us

For more information about DNAcreator partner opportunities, call 800-872-7882, email getsolutions@fiserv.com, or visit www.fiserv.com.



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