**Backbase Partners with Blue Federal Credit Union to Revolutionize Members’ Retail and Business Banking Experiences**

*New partnership will enable Blue Federal Credit Union to capture increased market share and launch a best-in-class engagement banking platform*

**ATLANTA – December 8, 2021 –** Engagement Banking technology provider [Backbase](https://www.backbase.com/) announced today that it is partnering with [Blue Federal Credit Union](https://www.bluefcu.com/) (Blue), a leading credit union headquartered in Wyoming and serving communities throughout the Western United States, to reinvent the digital experience for all of Blue’s retail and business banking members. The partnership will see Blue adopt Backbase’s Digital Banking, Digital Sales and Digital Assist solutions for both lines of business.

Following prior digital innovation initiatives to upgrade their physical infrastructure and core systems, adopt Microsoft Azure Cloud technology, and overhaul their middleware and customer relationship management systems, Blue selected Backbase as its technology partner to deliver a customizable front-end experience and replace a rigid, outdated UI/UX. This collaboration is the latest move in Blue’s efforts to elevate its digital infrastructure and best serve as the lifelong champion for its members. This improvement will enable the credit union to compete like a national bank and increase its market share across the United States.

"We are always aiming to serve our members today, with an eye to the changes tomorrow may bring," says Stephanie Teubner, President and Chief Executive Officer at Blue Federal Credit Union. "Partnering with Backbase allows Blue to discover pathways to our member's possibilities and gives us the power to adapt and grow quickly."

Backbase’s Digital Sales, Banking and Assist solutions all work together seamlessly on Backbase’s Engagement Banking Platform to deliver a frictionless, end-to-end digital experience for Blue members – while still providing the personalization and human touch members have come to expect from Blue. In addition, Backbase’s Engagement Banking Platform offers out-of-the-box web and mobile apps to help Blue get their new member experience up and running quickly, as well as integrations with the leading third-party fintechs to ensure Blue members can have all of their financial needs met digitally on a single platform. At the same time, Backbase’s flexible platform – in conjunction with Microsoft’s powerful Azure Cloud capabilities – will allow Blue to innovate at scale and rapidly deploy new products and services.

"Backbase is a game-changer for Blue," adds Kent Richard, Chief Information Officer at Blue Federal Credit Union. “We have been working on our digital transformation for some time now, but our investment in Backbase moves us away from a product-centered online and mobile implementation to a digital experience, providing member solutions across all of our digital channels.”

“We are so impressed with Blue’s ambition and their long-term business vision,” says Vincent Bezemer, Senior Vice President, Americas at Backbase. “Backbase firmly believes that the only way for financial institutions to stay competitive is to do away with the old, product-centric mindset that defined the banking industry for so many decades, and to completely reorient the experience to center the customer’s needs at all times. Blue is fully aligned with this philosophy and has already made significant steps in this direction – and we’re excited to help them get their digital transformation efforts all the way across the finish line.”

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**About** [**Blue Federal Credit Union**](https://www.bluefcu.com/)

Blue Federal Credit Union is a not-for-profit financial institution serving communities across Wyoming and Colorado as well as members worldwide. Our purpose is to create a true cooperative connected to and inspired by the communities we serve and to help discover new pathways to realize your possibilities. To learn more about joining Blue, visit bluefcu.com.

**About** [**Backbase**](https://www.backbase.com/)

Backbase is on a mission to help banks re-architect around the customer and embrace the paradigm shift to a platform model.

The days of being held back by traditional legacy banking technology and infrastructure are over. Backbase is here to help financial institutions – from large banks to credit unions and everything in between – become customer-centric again.

We’re the creators of the Backbase Engagement Banking Platform – powering all lines of business. Our single, comprehensive platform powers any journey, from digital sales to everyday banking, delivering seamless and frictionless experiences for both your customers and employees.

Industry analysts Forrester, Ovum, and Celent continuously recognize Backbase’s front-runner position, and over 150 large financials around the world are powered by the Backbase Engagement Banking Platform – including AIB, Barclays, Banamex, Bank of the Philippine Islands, BNP Paribas, Bremer Bank, Islands, Citibank, Citizens Bank, CheBanca!, Discovery Bank, Greater Bank, HDFC, IDFC First, KeyBank, Lloyds Banking Group, Metrobank, Navy Federal Credit Union, PostFinance, RBC, Société Générale, TPBank, Vantage Bank Texas, Westpac, WSECU, and Wildfire CU.

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