**Westerra Credit Union Partners with Backbase to Offer Cutting Edge Technology and Transform Members’ Digital Experience**

*New partnership with Backbase will allow Westerra Credit Union to scale digitally with increased flexibility and speed*

**ATLANTA – October 18, 2021 –** Westerra Credit Union, a leading Colorado financial cooperative, announces today that it has partnered with Engagement Banking technology provider, Backbase, to accelerate its digital transformation journey. The collaboration will see Westerra adopt Backbase’s Digital Sales and Digital Banking solutions to provide omnichannel solutions for retail and business banking members alike.

These solutions will enable Westerra Credit Union to modernize its banking technology infrastructure and harmonize the digital experience for members across platforms – in turn, differentiating Westerra as a brand and taking control of their speed of innovation. The credit union will roll out its new digital banking and onboarding platform for retail members first, with business banking to follow shortly thereafter.

Previously, Westerra relied on several digital solutions from various service providers for onboarding and online banking, creating a difficult-to-maintain technology stack. With Backbase Digital Sales and Digital Banking, Westerra will now be able to leverage Backbase’s out-of-the-box applications – in conjunction with Westerra’s own in-house development team – to create a consistent, cohesive and modern digital experience for members.

In addition, the partnership will enable Westerra to better manage and orchestrate the member journey end-to-end. This will include: account opening, applying for a loan, deploying new banking features quickly and autonomously, as well as integrate with third-party fintech applications, ensuring all their members’ financial needs can be met on a single platform. Westerra will also be able to maintain a nimbler technology stack, allowing for flexibility as the organization expands.

“The COVID-19 pandemic and subsequent lockdowns highlighted the critical importance of modernizing our digital banking offering. Our members deserve a white glove, customized experience no matter where they interact with us – in-branch, online or on their smartphone,” commented Steve Stevens, Senior Vice President, Digital, at Westerra Credit Union. “Backbase, with its modern, innovative approach to banking technology, immediately understood this vision and had the solutions and flexibility to activate quickly. We have no doubt this partnership will move the dial on our plans for digital transformation and be instrumental to our continued growth and success.”

“We are thrilled Westerra Credit Union chose us as their partner to support their digital transformation journey. As Westerra continues to enhance its digital capabilities, we will be working alongside them to ensure we provide a scalable model that matches the internal demands of the credit union and that of the ever-shifting demands of their members,” stated Vincent Bezemer, Senior Vice President of Americas at Backbase. “We are excited to work closely with a digitally ambitious team who sees us as a trusted partner and look forward to seeing their digital transformation come to life.”

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**About Westerra Credit Union**

Westerra Credit Union is a financial cooperative locally-owned by the people who have accounts at the credit union. Eight Denver teachers started the credit union in the midst of the Great Depression. They pooled their funds and made loans to each other to strengthen families and the community during that crisis. Today they carry that mission forward to help families and communities through the financial hardship of the COVID-19 crisis. Denver-based Westerra Credit Union holds ove$1.8 billion in assets and serves 125,000 members throughout the Denver metro area. For more information, visit www.westerracu.com.

**About Backbase**

Backbase is on a mission to transform the broken banking system, so financial institutions don’t just interact—they engage—with the people they serve.

That’s made possible with the Backbase Engagement Banking Platform—powering all lines of business on a single platform, including Retail, SME & Corporate and Wealth Management. From digital sales to everyday banking, the platform’s entire design focuses on a seamless and captivating experience for both customers and employees.

Industry analysts Forrester, Ovum and Celent continuously recognize Backbase’s front-runner position, and over 120 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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