

## **Ser Tech and Lanvera Team Up to Deliver FICO® Scores and Pre-Approved Credit**

**Dallas, TX, July 2018** - Ser Technology (Ser Tech) and Lanvera announced a strategic partnership that will combine service offerings in a single package for financial institutions. Banks and Credit Unions will now be able to integrate Ser Tech Flitter and Fetch content into any document delivered by Lanvera. This partnership means that more consumers now have easy access to current FICO® scores, financial education and targeted pre-approved loan offers based on analysis of an individual's credit file.

Flitter is a platform that delivers FICO® Scores and credit education to consumers in multiple delivery channels, such as online banking, mobile banking, and statements. Ser Tech works closely with the financial institution and FICO to support and certify compliance with the FICO® Score Open Access program. The Fetch Marketing platform analyzes consumer credit history to target pre-approved credit offers to a financial institution's customers. Coupled with Lanvera's delivery of business-critical documents, the partnership will increase visibility and read rates by incorporating FICO® Scores and pre-approved loan offers directly into consumer monthly statements, letters and notices.

"We have a unique opportunity to provide data driven credit tools to clients, driving education and convenience. Our partnership with Lanvera allows us to reach a broader audience and increase offer views, all while delivering via a brand the consumer knows." said Shana Richardson, Ser Technology Corporation CEO.

Consumers demand real information to make financial decisions. By providing the authentic FICO® scores (used in determining loan terms) and pre-approved offers on their bank statements and other documents, financial institutions benefit from increased brand familiarity, loyalty and action. Consumers benefit from access to critical credit information and immediate access to capital.

Michael Scheevel, VP of Sales and Marketing at Lanvera was quoted "we feel this partnership is a really positive step in increasing our offering solutions that strengthen our clients' relationships with their customers."

### **About Lanvera**

Lanvera is a leading national outsource provider specializing in technology that drives customer communications in both electronic and print formats. Focusing on a digital document strategy, Lanvera's software solutions allow clients to improve customer experiences, drive electronic communications and enable effective targeted marketing.

### **About Ser Technology**

Ser Technology Corporation (SerTech) is a financial technology services company that leverages credit data to help clients target consumers to generate new loans, provide actual FICO® Scores and credit



Contact:  
Jackson Hunt  
469.385.6991

[jackson.hunt@sertech.com](mailto:jackson.hunt@sertech.com)

education for consumers, and identify, measure and manage portfolio risk and opportunity through comprehensive loan management. Ser Tech is headquartered in Dallas, serving more than 3,000 credit unions since 1994.