

# ASAPP Financial Technology embraces Celero's digital ecosystem, deepening their strategic relationship

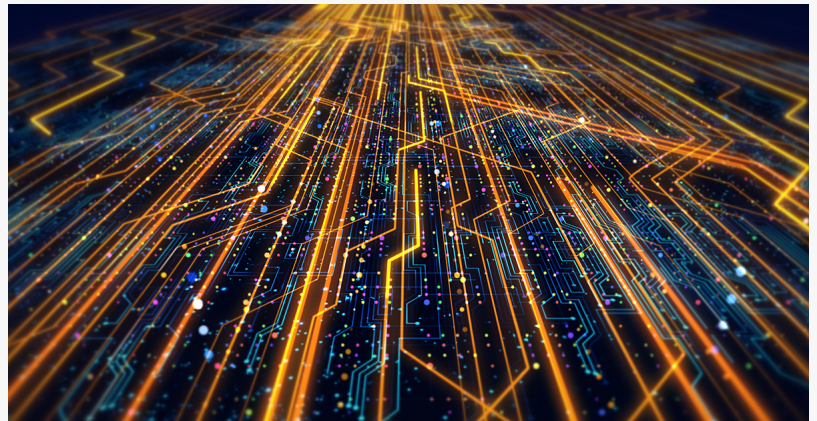
TORONTO, ON, CANADA, July 28, 2020 /EINPresswire.com/ -- Following the recent extension of Celero and ASAPP's strategic relationship, ASAPP became the latest Canadian fintech supplier to choose Celero Xchange™ digital ecosystem integration platform to connect existing and prospective Client-Partners to the Fiserv DNA® core banking system.

Over the past four years, ASAPP and Celero have worked closely together to deliver the ASAPP OXP | omnichannel experience platform to Canadian credit unions as part of each organization's digital transformation solutions strategy. Together, ASAPP and Celero have implemented the solution for 12 credit union brands in Canada.

JR Pierman, ASAPP's President & CEO discussed the growing strategic partnership with Celero: "We are beyond excited to be integrating ASAPP via the Celero Xchange integration platform and continue to strengthen our offerings to the credit union system, improving the overall member experience."

## Credit union success at the core of partnership

At the 2019 Celero DigitalX Conference in Montreal, the organizations worked together to demonstrate the first integration of the Celero Xchange platform with an omnichannel account origination system, providing live demos of a high-interest savings account integrated with the Fiserv DNA core banking system.

The logo for ASAPP OXP, featuring the word "asapp" in a lowercase, grey, sans-serif font, followed by "OXP" in a bold, orange, uppercase, sans-serif font. To the left of "asapp" is a stylized orange double arrow symbol.

“Enabling credit unions to be nimble and responsive to their members’ needs is part of Celero’s strategic vision. By providing a seamless and affordable connection through our Celero Xchange platform, it’s serving the needs of credit unions and gaining widespread adoption amongst leading Canadian fintechs like ASAPP,” says Rojin Nair, General Manager, Fintech Solutions at Celero.

This Fall, as part of the ASAPP 11.0 release (December 2020), ASAPP will move forward with full integration of retail and business account and lending origination via Celero Xchange, providing matching functionality and also new capabilities as compared with ASAPP’s current direct-to-core-banking API connectors. This integration will also deliver an omnichannel registered products connection, leveraging Celero Xchange, and provide existing and new ASAPP Client-Partners with another option for core banking integration.

During the Fall 2020 ASAPP Partner Forum, Celero and ASAPP will provide project updates on Celero Xchange integration, including a walkthrough of available features.

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## About Celero

Celero is a leading provider of digital technology and integration solutions to credit unions and financial institutions across Canada. Clients trust Celero’s proven track record delivering innovative banking technologies, digital and payment solutions, cloud computing, outsourcing, IT, and advisory services. Celero offers reliability and security through its world-class hosted banking system and data centre operations. With key partnerships across the globe, Celero also brings the scale and extensive capabilities of multinational technology companies and the focused expertise of fintech start-ups. For more information, visit [celero.ca](http://celero.ca).

## About ASAPP Financial Technology

ASAPP delivers Custom Experience Software and Digital Agency Services that create sustainable competitive advantages for regulated financial service providers as they compete against direct-to-consumer fintech solutions. ASAPP OXP is Canada’s most complete omnichannel experience platform for the financial services industry. For more information, visit [asappbanking.com](http://asappbanking.com).

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