

## Alliant credit union selects Backbase to accelerate banking innovation

[\\$20B digital-only credit union sets new banking standard for its members with Backbase](#)

**Atlanta, GA – January 28, 2025** – [Backbase](#), the creator of the Engagement Banking Platform, is proud to announce its partnership with [Alliant Credit Union](#), the largest branchless, digital-only credit union in the United States. This collaboration will empower Alliant to enhance its digital member experiences and continue its track record as one of the most innovative financial institutions in the nation.

With \$20 billion in assets, Alliant Credit Union serves over 900,000 members and is a trailblazer among financial institutions with a focus on excellence in digital banking. This partnership with Backbase underscores Alliant's commitment to continuously innovate and provide exceptional service to its growing member base.

*“Alliant is unlike any other financial institution; we are obsessed with our members’ experiences and delivering them value and providing the best digital banking experience to meet their needs wherever they are,”* said Sumeet Grover, Chief Digital Officer for Alliant Credit Union. *“Alliant is pleased to announce our partnership with Backbase as we continue to focus on providing our members with the industry-leading features and capabilities they need to bank, plan and save easily and conveniently.”*

Through the partnership with Backbase, Alliant will continue to enhance its member experience by delivering hyper-personalized experiences, customized financial journeys, and increased operational efficiency, all of which help fuel member engagement.

*“Alliant Credit Union is a pioneer in digital-first banking, and we’re thrilled to partner with them to redefine what’s possible in member engagement,” said Jouk Pleiter, Founder & CEO at Backbase. “Our Engagement Banking Platform will allow Alliant to streamline operations and provide the seamless experiences that members desire.”*

This partnership reflects Backbase’s ongoing commitment to supporting financial institutions in their digital transformation and further builds on its strong momentum in North America. By leveraging the Engagement Banking Platform, Alliant is set to deliver unparalleled value to its members and reaffirm its position as the go-to credit union for digital-only banking.

#### **About Backbase**

*Backbase is on a mission to re-architect banking around your members.*

*Backbase created the Backbase Engagement Banking Platform – a unified platform with your members at the heart, freeing credit unions to empower their members in their financial lives. From onboarding, to servicing, loyalty and loan origination, our single platform – open and frictionless, with ready-to-go apps – improves every aspect of your members’ experience. Built from the ground up to serve your members, our Engagement Banking Platform plugs into 10+ existing core banking systems and comes pre-integrated with specialist fintechs, so your credit union can innovate at speed.*

*Industry analysts Forrester, Javelin, Aite, Gartner, Celent, and IDC continuously rank Backbase as one of the leaders in digital transformation. Over 150 credit unions and banks around the world have embraced the Backbase Engagement Banking Platform - including Blue Federal Credit Union, Ent Credit Union, Navy Federal Credit Union, SchoolsFirst Federal Credit Union, State Employees’ Credit Union, United Federal Credit Union, Washington State Employee Credit Union, Westerra Credit Union, and Wildfire Credit Union.*

*Backbase is a private fintech company, founded in 2003 in Amsterdam (Global HQ), and proudly serving the American market from our Americas HQ in Atlanta. Visit [www.backbase.com](http://www.backbase.com) for more.*

#### **About Alliant Credit Union:**

*[Alliant Credit Union](#) is a national digital financial institution with over 900,000 members and \$20 billion in assets, focused on innovation and disrupting the traditional banking model. Alliant maintains some of the industry’s best cost structures while delivering members the best products, rates, and value. Consistently recognized as one of the best financial institutions, Alliant was named one of CNBC’s Top Credit Unions and Money.com’s Best Banks in America. Headquartered in Chicago and founded in 1935, Alliant is one of the largest credit unions in the United States.*

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