



## **Three New Customers License Terafina’s Omni-Channel Digital Sales Platform; New Features Speed Integration and Bring New Power to Cross-Sell by Employees**

*Jim Charanis, Joe DePrimo, and Rajesh Patil Join Expanded Management Team as Company Bolsters Its Client Roster, Gathers Momentum for Expansion*

SAN FRANCISCO -- March 8, 2017 – [Terafina Inc.](#), provider of the first omni-channel sales platform for the retail financial services industry, today announced that [Ameris Bank](#), [Gesa Credit Union](#) and [KeyPoint Credit Union](#) have licensed its cloud-based solution, which helps to engage new customers and deepen existing relationships.

The agreements were all reached in the past three months, emerging from Terafina’s robust sales pipeline that has several more deals currently in the works. Implementation at Ameris, Gesa, and KeyPoint is expected to be completed over the next six to nine months.

The three new client relationships capped a dynamic and productive year for Terafina, which was founded in 2014 to serve the banking, credit union, and consumer lending markets. Three proven financial services technology business leaders, [Jim Charanis](#), [Rajesh Patil](#) and [Joe DePrimo](#) joined the Terafina team to lead Sales, Implementation and Integration, respectively.

Terafina’s R&D efforts throughout 2016 resulted in improvements and expansion to the Terafina Core Platform. They include: complete separation of user interface layer from business layer; powerful third-party interfaces; and introduction of service-to-sales capabilities.

All these additions significantly reduce Terafina platform deployment time. They also enable Terafina clients to increase top-line revenue. Leveraging service-to-sales functionalities enables financial institutions to deepen their existing customer relationships and to increase satisfaction.

“With Terafina’s digital sales platform, we hope to deepen our member relationships and enhance member experiences. We are excited to implement this real-time solution, integrated with our big data solution” said [Raj Bandaru](#), CIO/COO Gesa Credit Union.

“Consumers expect their financial institutions to recognize them and to acknowledge their real-time financial needs and status regardless of their choice of channel. We’ve designed the Terafina solution to empower those institutions to meet those expectations anytime and anywhere,” said Terafina CEO & Founder [Meheriar Hasan](#).

### **About Terafina**

Terafina ([www.terafinainc.com](http://www.terafinainc.com)) provides omni-channel sales solutions to the banking, credit union, and consumer lending markets. Terafina is based in San Francisco and has offices in Atlanta.