

# KASASA®

## **Kasasa Partners with NXTsoft's OmniConnect Marketplace to Deliver Seamless Loan Experience to Community Financial Institutions**

*Partnership provides real-time consumer access to Kasasa Loan status*

**AUSTIN, Texas, September 30, 2020** – [Kasasa®](#), an award-winning financial technology and marketing provider, has partnered with [NXTsoft](#), the market leader in API connectivity, to enhance the lending process for community banks and credit unions and their borrowers.

Together, NXTsoft and Kasasa will provide a level of ease and flexibility to the lending processes that borrowers have never seen before. The capabilities and functionality of online loan interactions become a non-issue because of the end-to-end connection of data that this partnership provides. Consumers can expect consistency and real-time data whether they're logging into a mobile banking platform or interacting with a bank or credit union in person.

"Our partnership with Kasasa enables us to provide their clients with quick, seamless and intuitive access to the information borrowers need most regarding their loan status and balances," said Rich Longo, Chief Strategy Officer and Omni Division President at NXTsoft. "NXTsoft's OmniConnect has provided connectivity to banks and credit unions for more than 25 years, and we look forward to working with Kasasa to further streamline the lending process for communities across the nation."

NXTsoft is a secure data solutions software platform that develops products and services to help businesses secure, connect and optimize their data to maximize revenue opportunities, enhance profitability and mitigate cybersecurity risk.

"Our goal is to make life easier for our clients and the people they serve," said Chris Cohen, EVP, Product Management at Kasasa. "Community financial institutions offer more favorable interest rates and benefits than megabanks, making them one of the best sources for consumer-friendly lending products. By partnering with NXTsoft, Kasasa expands and smoothes the lending process to make it even more intuitive, thus further enabling community financial institutions to compete with larger banks."

### **About NXTsoft**

NXTsoft is headquartered in Birmingham, Ala., NXTsoft is the market leader in API connectivity, connecting Fintech companies to banks and credit unions throughout the United States. NXTsoft's other solutions include data security, data analytics, data management and data migration. For more information visit [www.nxtsoft.com/marketplace](http://www.nxtsoft.com/marketplace), email [marketplace@nxtsoft.com](mailto:marketplace@nxtsoft.com) or call 1-800-915-3381.

### **About Kasasa**

Based in Austin, Texas, with 500 employees, Kasasa® is a financial technology and marketing provider committed to driving results for over 900 community financial institutions by attracting, engaging, and retaining consumers. Kasasa does this through branded retail products, world class

marketing, and expert consulting. For more information, please visit [www.kasasa.com](http://www.kasasa.com), or visit them on [Twitter](#) or [LinkedIn](#).

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