We Know Relevance. We've Been Earning it for Over 150 Years.

Serving financial institutions for more than 150 years does not happen by chance. It requires focus, adaptability, and a sustained commitment to staying useful as markets, expectations, and technologies evolve. Vericast carries forward a legacy of serving banks and credit unions, shaped by our robust Harland Clarke heritage.

This level of focus has demanded constant evolution. Banking has changed dramatically over the past century and a half, moving from paper based processes to automation, from branch centric engagement to digital experiences, and from broad outreach to precision driven growth. Through each shift, one truth has remained clear: relevance is not static. It must be earned repeatedly.

That is something we know firsthand.

A Proud History Built on Partnership

Originally as Harland Clarke, our roots are grounded in the essential infrastructure of banking - checks, forms, statements, and the operational systems that enabled institutions to serve account holders with accuracy and consistency.

This work was rarely visible, but it was critical. Done well over time, it built trust: trust we earned through reliability, accountability, and a deep understanding of how financial institutions work. That trust became our most durable asset as Harland Clarke, enabling long standing relationships and deeper partnerships as needs evolved.

As the industry modernized, staying useful required adaptation. When automation reshaped transaction processing, we invested early in capabilities that allowed institutions to operate more efficiently. As data became central to growth, relevance shifted again, from production to intelligence, helping institutions understand behavior, anticipate needs, and act with greater precision.

At each stage, our progress was guided by one question: *What do financial institutions need next to serve the people they support and grow responsibly?*

That discipline, staying close to real needs rather than chasing trends, is why we have come such a long way without losing our purpose.

Evolving Without Losing the Thread

As expectations continued to rise, processing alone was no longer enough. Insight became the differentiator. Institutions had access to more data than ever before but turning that data into action became the real challenge.

We evolved accordingly. What began as production expanded into data intelligence, technology, and integrated solutions designed to support growth across the full relationship lifecycle. Each evolution was demand led, not trend driven, and grounded in the realities financial institutions face every day.

The evolution to Vericast reflects this journey. Vericast represents the company we have built into today: an FI Performance Partner grounded in experience, informed by intelligence, and focused on financial institutions' outcomes.

What Vericast Does Today

Today, financial institutions face a challenge unlike any before. Choice is abundant. Attention is fragmented. Expectations are shaped by seamless digital experiences well beyond financial services, and the people institutions serve bring those expectations with them at every interaction. Staying relevant now requires more than visibility. It requires understanding where opportunity is forming, when people are receptive, and how to engage with timely precision across the right channels.

That is where Vericast comes in.

Vericast brings together data intelligence, technology, solutions, and services to help banks and credit unions identify growth opportunities, engage the right audiences, and convert opportunity into measurable results. Our work supports deposit growth, lending performance, and relationship expansion, all grounded in disciplined insight and compliant execution.

Today, Vericast works with a majority of U.S. banks and credit unions, supporting thousands of financial institutions campaigns each year. That reach is not the point, but it is evidence of what happens when relevance is treated as a responsibility, not a tactic.

Why Our History Still Matters

Our history is not about longevity for its own sake. It is about what longevity teaches you. It teaches you how quickly relevance can erode when institutions stop listening. It teaches you that growth strategies must evolve alongside how people behave and decide. And it teaches you that credibility comes from having navigated change yourself.

We know what that takes because we have had to earn our place repeatedly, as the industry transformed around us. That experience shapes how we build, how we advise, and how we show up for financial institutions today.

We believe our story transcends mere heritage and instead is the basis of our credibility, and the foundation of how Vericast helps financial institutions perform now and stay relevant for what comes next.

Let’s talk about what relevance looks like for your institution.