



Fiserv Named IBM Cognos® OEM Partner of the Year for Bank Solutions Business Optimization and Data Analytics Solution

BROOKFIELD, Wis., Jun 30, 2009 (BUSINESS WIRE) -- Fiserv, Inc. (NASDAQ: FISV), the leading global provider of financial services technology solutions, today announced that it was chosen as IBM Cognos "OEM Partner of the Year" for its Business Optimization and Data Analytics solutions for financial institutions. IBM selected Fiserv as the top Original Equipment Manufacturer (OEM) from its various partners in all industries. Fiserv received the award for architecting and delivering exceptional value to its customers by leveraging IBM Cognos® software to optimize business practices. "Year in and year out, Fiserv continues to deliver performance management solutions that solve real problems for its clients. In addition, this year Fiserv has evolved its strategy and delivered role-based performance management solutions that have drawn praise from customers and analysts, and delivered significant sales results," said Ted Jandl, OEM business unit executive for IBM Cognos software. The IBM Cognos OEM award recognizes partners who not only meet or exceed revenue targets through the delivery of IBM Cognos based solutions, but also provide innovative solutions for their clients that improve efficiencies and positively impact bottom lines - an obvious necessity in today's economic environment. The Business Optimization and Data Analytics solutions are deployed by nearly 1,000 community banks, utilizing a single platform to perform both ad-hoc reporting capabilities and executive performance analysis. One of those clients, Cornhusker Bank, based in Lincoln, Nebraska, with assets of \$318 million, said this product has increased administrative efficiencies by eliminating the need to manually create reports, such as monthly updates. "By using this solution, our bank is saving thousands of dollars and around 32 hours each month in administrative overhead. That's what business optimization products do," noted Barry Lockard, president of Cornhusker Bank. "They help you get more 'miles per gallon,' if you will, for your marketing dollars, your human resource investment, your technology investment and your overall resources." "The IBM Partner of the Year award is impressive and gratifying recognition for Fiserv," said Tom Cypher, president of Bank Solutions, Fiserv. "This is our third year to receive an award from IBM, and is further evidence of our leadership and dedication to data analytics, and of our dramatic success in meeting the needs of our clients. The benefits they gain by implementing these types of solutions include increased profits and decreased expenses, which is what we're all about - creating wealth for our clients." This is one example of Fiserv's leading role in applying data analytics in an intuitive format that readily identifies opportunities that can generate revenue, margin improvement and savings for its clients. Through its core competency in Business Intelligence and Optimization, Fiserv is delivering the tools and expertise banks and credit unions require to analyze financial, customer and market data, gaining valuable insights and improving their businesses. About Fiserv
Fiserv, Inc. (NASDAQ: FISV) is the leading global provider of information management and electronic commerce systems for the financial services industry, driving innovation that transforms experiences for financial institutions and their customers. Ranked No. 1 on the FinTech 100 survey of top technology partners to the financial services industry, Fiserv celebrates its 25th year in 2009. For more information, visit www.fiserv.com. FISV-GSOURCE: Fiserv, Inc. Media Relations: David Carden Senior Vice President Bank Solutions Fiserv, Inc. 402-421-4211 david.carden@fiserv.com or Additional Fiserv Contact: Lori Stafford - Thomas Assistant Vice President Corporate Communications Fiserv, Inc. 262-879-5130 lori.stafford@fiserv.com

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