



## **Fiserv Unveils EnAct™ Enterprise Sales Management System in Asia-Pacific**

**Built on the Microsoft Dynamics CRM® platform, solution helps banks optimise sales efforts and drive organic growth**

**Brookfield, Wis., September 15, 2009** - Sibos Booth #3C03 - Fiserv, Inc. (NASDAQ: FISV), the leading global provider of financial services technology solutions, today announced general availability in the Asia-Pacific region of its enterprise sales management system for banks. The EnAct™ system, powered by Microsoft Dynamics CRM®, equips executives, managers and sales staff with the vital information, automation and collaboration tools they need to manage their customers, sales teams and local markets.

"The ability to draw in new customers and increase deposits is crucial to the success of today's financial institutions, including those located in Asia-Pacific," said Nick Wilde, managing director, Asia-Pacific, Bank Solutions, Fiserv. "There is intense competition to capture new market share among local and multi-national institutions. Using EnAct from Fiserv to effectively develop, implement and manage a sales strategy, financial institutions will be prepared to maximise growth, while strengthening the relationship with existing customers."

The EnAct enterprise sales management system was designed to support the Fiserv globally proven methodology for bank sales management, and incorporated best practices based on 25 years of experience in helping banks execute customer relationship and sales strategies. Built on Dynamics CRM, EnAct combines all the capabilities and flexibility of Microsoft's highly acclaimed CRM platform with all the finely tuned banking functionality of a purpose-built industry solution. The Fiserv configuration of Dynamics CRM provides pre-defined local and centralised campaign templates, tailored dashboards of leading and lagging indicators, processes for lead, referral and pipeline management, structured sales planning tools and more.

"Managing prospects, referrals for existing customers and other opportunities is a clear priority for banks - especially in the growing markets of Asia Pacific," said Kathleen Khirallah, lead analyst for TowerGroup's Retail Banking practice. "Having the right technology tools in place can help bankers in those growth markets manage leads and marketing lists appropriately. These banks have an enterprise focus and they require tools and technologies that allow them to ensure that sales and marketing are working in harmony."

"Fiserv and Microsoft have been strategic partners for many years in delivering innovative and industry-leading online financial services," said Adrian Johnston, general manager, Microsoft Dynamics, Microsoft Asia Pacific. "EnAct is a strong example of Microsoft's strategy to align with industry specialists to bring vertically relevant enterprise solutions on Microsoft platform technologies like Dynamics CRM. We are confident EnAct's strong bank sales management capabilities will help boost Microsoft's penetration of the financial services industry and build on the customer successes we already have in Asia Pacific."

By choosing Dynamics CRM as an enterprise-ready platform, Fiserv has leveraged Microsoft's massive investments in usability and integration with Office applications such as Outlook®, Word®, Excel® and SharePoint®. Dynamics CRM's strength in usability and integration facilitate user adoption of EnAct, while the Fiserv methodology-based design and insightful expertise provide financial institutions a fast path to sustainable sales uplift.

Fiserv, a leading Microsoft industry partner for financial services, won the 2008 Microsoft Partner of the Year Global Independent Software Vendors (ISV) Line of Business Special Recognition award. The Microsoft Partner Program Awards recognise Microsoft partners that have developed and delivered exceptional Microsoft-based solutions.

### **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](http://www.fiserv.com).

For more information at Sibos, Hong Kong contact:

### **Media Relations**

Judy Wicks

Vice President Communications  
Fiserv, Inc.  
Office +1 678-523-0316  
Mobile +1 (404) 915-7465  
[judy.wicks@fiserv.com](mailto:judy.wicks@fiserv.com)

**Additional Media Contact:**

Sally Yates  
Account Director  
Metia  
+44 7775 707477  
[sally.yates@metia.com](mailto:sally.yates@metia.com)

**Additional Media Relations Contact:**

Carol Cowan  
VP Product Management and Marketing  
Bank Solutions  
Fiserv, Inc.  
407-514-1146  
[carol.cowan@fiserv.com](mailto:carol.cowan@fiserv.com)