



## **Fiserv Wins "Most Innovative" Presentation Award**

### **Financial Technology Insight Summit recognizes Aperio Customer Analytics from Fiserv.**

**Brookfield, Wis., October 30, 2009** - Fiserv, Inc. (NASDAQ: FISV), the leading global provider of financial services technology solutions, announced today that it was selected as the winner of the "Most Innovative Case Study Presentation" awarded by attendees at the Financial Technology Insight Summit held in Boston, Mass., September 30 - October 2. Featuring Aperio Customer Analytics from Fiserv, the presentation addressed the need for financial institutions to have a better understanding of customer segmentation, as well as the ability to predict the future behavior of these customers. It showed how banks can create greater relationship value and improve cross selling opportunities by leveraging this information to offer the right products at the right time. With predictive analytics, institutions can increase the rates of return on inbound and outbound marketing, manage delinquencies and address customer churn and retention - thereby driving profitability through more efficient programs.

Entitled "Using Analytics in Customer Retention and Uplift Marketing Programs" and presented by Carol Cowan, vice president, product management and marketing, Bank Solutions, Fiserv, the case study focused on the use of analytics in customer retention and cross-sell programs. The presentation covered several case studies from organizations using the technology to analyze customer trends and perform uplift modeling. Results indicated that users were able to improve marketing campaign results by 30-300% while decreasing marketing program costs by as much as 40%.

The "Best of Financial Technology Insight Attendee Choice Awards" winners and nominees are chosen solely by the executives attending the Summit - primarily director-level and above technology management positions at top global banks and other financial institutions. "I believe the awards selected by our attendees truly represent the best of the strategic initiatives and new products that are driving growth in the financial services industry," said Bill Sell, vice president and general manager, CrossTech Media.

Fiserv was also nominated in the categories "Best Market Solution", "Best New Technology" and "Best Overall Vendor." Financial Technology Insight Summit is a two-day, invitation-only educational and networking program with structured attendee/sponsor interaction. Award voting takes place on the final day of the program and is based on solutions and product knowledge gained throughout the various educational programs. Twenty-two vendors were in attendance including IBM, Infosys, Harland Financial Solutions and Tata Consultancy Services.

"Fiserv is honored to receive this recognition from the industry for the innovative use of one of our client growth solutions," said Tony Catalano, division president, Bank Solutions, Fiserv. "When financial institutions can more effectively reach and understand their customers, they are in a stronger position to succeed and become a leader in their market. With vast market knowledge and global expertise, Fiserv has a commitment to industry-leading quality standards, and ongoing investments to drive innovation and industry transformation."

An example of the Fiserv core competencies in Customer and Channel Management and Data Analytics and Business Insights, Aperio is a next generation customer interaction management solution that provides financial institutions the ability to enable customer centricity. A true multi-channel solution, it integrates and automates business processes and tracks customer interactions across multiple channels. Organizations then have the capability to proactively make decisions about how to proceed with a customer - based on real-time data. The solution is pre-integrated with the Signature™ Bank Platform from Fiserv and is also available neutral of core provider.

Financial Technology Insight is produced by CrossTech Forums, in partnership with IDC Financial Insights.

#### **About CrossTech Forums**

CrossTech Forums is a leading producer of highly focused business events that bring C-level executives together with leading and emerging Vendors in Private Boardroom Appointments to form strategic partnerships and secure new business in the technology sector. Additional information about CrossTech Forums can be found at [www.crosstechforums.com](http://www.crosstechforums.com)

#### **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).