



## Fiserv Provides Market-leading Insight at Sibos Highlighted by Mobile Banking Presentation

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- Aleksandra Gren of Fiserv to present "A Holistic Approach to Managing Mobile Banking and Customers" at Sibos 2010 on 25 October in Amsterdam
- Fiserv experts from across solution areas available at Sibos Stand A634
- To schedule an advance meeting or solution demonstration with Fiserv at Sibos, visit <http://bit.ly/FISV-Sibos>.

**Brookfield, Wis., US, 18 October 2010 - Sibos Stand A634 - [Fiserv, Inc.](#)** (NASDAQ: FISV), the leading global provider of financial services technology solutions, will deliver a 30-minute theatre presentation entitled "A Holistic Approach to Managing Mobile Banking and Customers" at Sibos 2010 in Amsterdam, The Netherlands. The session, taking place at 11:00 a.m. on Monday 25 October, in Open Theatre 1, Zone A, will be presented by Aleksandra Gren, country manager Poland, Bank Solutions, Fiserv and is open to all Sibos attendees.

Centred upon the theme of digital transformation of global financial services, Gren's presentation will focus on the continuing growth of the mobile banking channel, its impact on financial institutions and how to incorporate mobile financial services into a customer-centric, cross channel strategy.

"The right mobile channel implementation will lay the groundwork for the ongoing support of peer-to-peer, expedited and contactless payments, downloadable applications and channel marketing programmes. By centralising channel management -- including mobile -- banks can provide a more holistic customer experience that increases loyalty and makes customers more profitable," said Gren.

While mobile will change the payments landscape and volumes, customers will continue to use traditional and online channels. For many banks, however, the mobile channel is disparate from other banking channels. To compete going forward, banks need a multi-channel approach that puts the customer at the centre.

In addition to the theatre presentation, Fiserv will have a booth presence at Sibos Stand A634. Experts from across Fiserv, including Universal Banking, Payments, Financial Risk Management, and Reconciliation and Financial Control, among others, will be in attendance. To schedule an advance meeting or solution demonstration with Fiserv at Sibos, visit <http://bit.ly/FISV-Sibos>.

Follow @Fiserv on Twitter at <http://www.twitter.com/fiserv> for additional Fiserv news from Sibos 2010.

### 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. Fiserv is ranked No. 1 on the FinTech 100 survey of top technology partners to the financial services industry. For more information, visit [www.fiserv.com](http://www.fiserv.com).

For more information contact:

### Media Relations:

Julie Nixon  
Public Relations Manager  
Fiserv, Inc.  
+1 404-797-3080  
[julie.nixon@fiserv.com](mailto:julie.nixon@fiserv.com)

### Additional Fiserv Contact:

Wade Coleman  
Director, Public Relations  
Fiserv, Inc.  
678-375-1210

### Additional Media Contact:

Sally Yates  
Metia  
Account Director  
+44 (0)20 3100 3705  
[sally.yates@metia.com](mailto:sally.yates@metia.com)