



Aperio from Fiserv Named a Branch Sales and Service Systems "Best-in-Class" in Three Categories

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Brookfield, Wis., August 9, 2012 - [Fiserv](#), Inc. (NASDAQ: FISV), a leading global provider of financial services technology solutions, announced today that Aperio™ from Fiserv was listed as a "Best in Class" solution for branch operations, enterprise operations and enterprise support in the CEB TowerGroup Branch Sales and Service Systems technology analysis. In the CEB TowerGroup assessment, the report combined qualitative and quantitative data to identify 21 components that define a "Best in Class" system. These attributes were grouped into categories that highlight the technology's user experience, ability to automate workflow and optimize business processes and service support.

"Branch sales and service applications that offer advanced analytics and cross-sell functionality, such as those offered by Aperio from Fiserv and other leading companies, are critical to a financial services institution's (FSIs) growth strategy," said CEB TowerGroup research director Nicole Sturgill. "In the assessment, we found that Aperio and other solutions can expose banking processes across all service delivery channels including contact center, online and tablet platforms in addition to the branch, helping to transform how a FSI can meet customers' expectations."

The Aperio solution enables financial institutions to manage and excel at customer interactions, deploy consistent organization processes and integrate applications and data throughout the enterprise. Proven at institutions with complex business requirements around the globe, Aperio is pre-integrated with the Signature® bank platform from Fiserv, but is available to any financial institution regardless of core processing system.

"The results of the CEB TowerGroup assessment offer evidence as to why we are seeing increasing momentum for Aperio across the globe," said John Macaluso, senior vice president, strategy, Bank Solutions, Fiserv. "Creating a superior customer experience is vital to financial services today. With Aperio, each customer interaction becomes a part of the organization's intelligence. Staff can advance dialogues and transactions with customers based on real-time data, delivering a customized, relevant interaction whether the customer is at a branch or via another channel."

A key differentiator of Aperio from Fiserv is its ability to enable unique process improvements between the front- and back-office. For example, Aperio bank users have lowered the total number of workflows used at their organization by 80 percent, as well as reduced the need to re-enter customer information across platforms. Additionally, organizations were able to reduce the change of address cycle time by an average of 56 percent and decrease the time to create a new account by nearly 50 percent. Customer-facing employees report that Aperio is easy to use, allows for speedier new hire training times and provides more time to focus on customers' needs by reducing non value-added steps.

Additional Resources:

- Aperio from Fiserv - http://signature.fiserv.com/en/fiserv_aperio

About Fiserv

Fiserv, Inc. (NASDAQ: FISV) is a leading global technology provider serving the financial services industry. Fiserv is driving innovation in payments, processing services, risk and compliance, customer and channel management, and business insights and optimization. For six of the past eight years, Fiserv ranked No. 1 on the FinTech 100, an annual international listing of the top technology providers to the financial services industry. For more information, visit www.fiserv.com.

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