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Fiserv Examines 2010 Managed Accounts Industry Trends

New white paper focuses on where the industry has been – and where it's going in 2010

Brookfield, Wis., March 17, 2010 - Fiserv, Inc. (NASDAQ: FISV), the leading global provider of financial services technology solutions, today announced the availability of its newest white paper, "Investment Services Perspective - Market Trends for 2010 and Beyond." The paper reviews what Fiserv anticipated in market trends for 2009 and provides an industry outlook for 2010. Even in the unprecedented market environment of 2009, Fiserv was able to accurately anticipate 2009 market trends including: a long market recovery; a call to focus on data standards and operational efficiencies in managed accounts; the need for more sophisticated trading in managed accounts; the strength of large technology companies to sustain themselves in the down market over smaller ones; and the temporary slowing of derivatives trading.

Based on both its analysis of account behavior (formulated from its position as the leading technology provider for managed accounts), as well as insights garnered from its Investment Services client base (broker-dealers, money managers, bank wealth management departments, turnkey asset management providers, overlay managers and outsourcers), Fiserv anticipates 2010 trends in four key areas:

- | Economy and markets
- | Investment strategies and products
- | Investment processes and transactions
- | Technology

"As a leader in the managed accounts space, it is important that we provide our thoughts and insights into an industry that has seen dramatic changes over the past 18 months," said Cheryl Nash, senior vice president of strategic marketing and business development for Investment Services, Fiserv. "In many ways, 2009 was a year categorized by resilience. Managed account participants in 2010 can expect this year to revolve around rebuilding - both in terms of client trust and managers and advisors seizing new opportunities in the expanding managed account space."

To obtain the latest white paper, please visit www.investmentservices.fiserv.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 celebrated its 25th year in 2009. For more information, visit www.fiserv.com

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