



April 26, 2012

## **Fiserv to Present Insight and Analysis for the Payments Industry at NACHA PAYMENTS 2012**

Brookfield, Wis., April 26, 2012 – [Fiserv, Inc.](#) (NASDAQ: FISV), a leading global provider of financial services technology solutions, announced today that Fiserv thought leaders will participate in nine speaking sessions during NACHA PAYMENTS 2012, which will be held in Baltimore, Md., April 29 – May 2. The sessions will provide perspective on the changing payments industry, covering topics such as mobile banking, person-to-person payments and e-bills. In addition to these speaking engagements, Fiserv will be showcasing solutions for ACH processing, billing and payments, remote deposit capture, risk and compliance and digital banking on the show floor in booth #209.

### **How the Mobile Channel is Redefining Banking**

Monday, April 30, from 11:30 a.m. – 12:30 p.m. ET

- | Geoff Knapp, vice president, Online Banking, Fiserv
- | Ginger Schmeltzer, senior vice president, Digital Channel Management, SunTrust

The growth of mobile banking has raised the stakes for financial institutions faced with the challenge of offering a consistent, compelling user experience across all banking channels. Knapp and Schmeltzer will examine the impact mobile banking is having on customer interaction and operations, and discuss recent research on which mobile banking and payment services consumers are using now, and which ones they may adopt next.

### **P2P Payments: Regions Bank Case Study**

Monday, April 30, from 1:30 – 2:30 p.m. ET

- | Tom Roberts, senior vice president, Marketing, CashEdge Division, Fiserv
- | Christopher Cox, executive vice president, eBusiness Services, Regions Bank

This session will present a realistic and applicable view of person-to-person (P2P) payments, looking beyond the hype surrounding the service. Roberts will give attendees a first look at data revealing how consumers are actually using P2P services, and Cox will discuss how Regions Bank selected, implemented and supports its P2P payments service.

### **Serving Citizens on the Move through Mobile Transactions**

Monday, April 30, from 4:30 – 5:30 p.m. ET

- | Virginia Garcia, vice president, Strategic Marketing, Fiserv
- | Laurie MacNamara, principal, Booz Allen Hamilton

In this session, Garcia and MacNamara will discuss how government agencies can use mobile technology to achieve required service enhancements while also optimizing processing capabilities and compliance. They will explain the steps necessary to develop a mobile transactions strategy for payments and collections that also addresses the systems, processes, security and workflow involved.

### **Impact of Digital Postal Mail on EBPP**

Monday, April 30, from 4:30 – 5:30 p.m. ET

- | Chris Johnson, senior vice president, Strategy and Innovation, Fiserv
- | Dana Johnston, vice president, eSolutions Sales, DST Output
- | John Payne, chief executive officer, ZumBox, Inc.
- | Moderator: Matt Swain, associate director, Document Outsourcing, InfoTrends

As a new communication channel, digital postal mail can help simplify how consumers receive their mail, pay their bills,

obtain customer service and access information. During this panel session, Johnson and his fellow industry experts will cover how digital postal mail can impact overall e-banking adoption by eliminating traditional online barriers.

### **A Biller's E-Bill Adoption Success Story: How AEP Increased Paperless Adoption**

Tuesday, May 1, from 10:00 – 11:15 a.m. ET

- | Eric Leiserson, senior market analyst, Biller Solutions, Fiserv
- | Kathleen Kelley, Customer Interface and Channel Management, AEP

Billing and payments are playing an increasingly important role in delivering meaningful and strategic business value, yet, paperless adoption continues to present a challenge for many billers. Minimal marketing budgets, lack of call center support and customer perception are just a few of the obstacles billers continue to face. In this session, Leiserson will share the latest consumer research data on billing and payment, and Kelley will discuss how AEP achieved dramatic and sustained results from paperless billing initiatives.

### **The Future of Mobile and Social Media Payments**

Tuesday, May 1, 4:30 – 5:30 p.m. ET

- | Tim Ruhe, vice president, Business Development, Fiserv
- | Marianne Crowe, vice president, Federal Reserve Bank of Boston
- | Steve Mott, principal, BetterBuyDesign

Ruhe, along with two fellow payments industry experts, will discuss the current and future states of mobile and social media payments. Together, the experts will examine current and evolving technologies, the mobile wallet concept, other current initiatives of the mobile payments industry and their perspectives on emerging mobile and social media solutions.

### **Mobile Deposit – Leading the Way to Mobile Banking**

Wednesday, May 2, 8:30 – 9:30 a.m. ET

- | Gary Brand, director, Source Capture Solutions, Fiserv

In this session, Brand will discuss underlying industry trends in capturing check deposits on mobile phones and demonstrate what it takes to deploy mobile deposit capture at financial institutions. The session will include a case study of a community bank's successful deployment of the technology, providing attendees with actionable insight on how to create a strong mobile deposit capture program.

### **How Silicon Valley Plans to Become a Payments Provider**

Wednesday, May 2, 9:45 a.m. – 10:45 a.m. ET

- | Tim Ruhe, vice president, Business Development, Digital Payment Services, Fiserv

Ruhe's session will provide an informed look at how technology companies and entrepreneurs around the world have entered, or are planning to become major players in, the payments business. He will discuss the payment offerings from high-tech, non-bank companies such as PayPal/eBay, Apple, Google and Facebook, and forecast the payments role these companies will have in the future.

### **Mobile Corporate Banking – Changing How You Bank**

Wednesday, May 2, 11:00 a.m. – 12:00 p.m. ET

- | Courtney Lowe, assistant treasurer, Fiserv
- | Ranjit Pradhan, vice president, Product Manager, Wells Fargo
- | Tom Grant, director, Global Cash Management, Oracle Corporation
- | Valarie R. Van Vlack, treasurer, Texas State University – San Marcos

Lowe and her panel of fellow treasury and finance professionals will discuss how they use mobile corporate banking to increase efficiency, improve connectivity and upgrade their business continuity plans. Panelists will share their thoughts on current mobile functionality, security and the future of mobile banking. In this interactive session, attendees will have the opportunity to share their ideas and experiences and describe the mobile business applications they would like to see next.

Additional Resources:

- 1 NACHA PAYMENTS 2012 – <https://payments.nacha.org/>

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

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