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## **Fiserv Announces Success of IPS-Sendero Relationship Profitability Manager; Solution is Latest Generation of IPS-Sendero's Customer Profitability System**

ATLANTA--Aug. 25, 2005--IPS-Sendero, a unit of Fiserv, Inc. (Nasdaq:FISV) and a provider of technology solutions and education for strategic balance sheet, profitability and corporate performance management, announced today that more than 20 financial institutions have selected its newly released Relationship Profitability Manager (RPM) solution.

RPM accurately calculates profitability on an account-level basis, providing financial institutions insight into strategies to improve their bottom line.

Within the complexity of today's business environment - consolidation, globalization, digitalization and competition - the traditional and simplistic approaches to profitability measurement cannot adequately answer even the basic questions for financial institutions. RPM makes the process easier by providing a balanced approach between defining customer relationships and identifying the income and expenses related to accounts specific to those customers.

RPM also includes easy-to-use modeling tools for effective "what-if" analysis. These modeling tools enable the profitability of pricing and packaging alternatives to be quickly and easily assessed. IPS-Sendero also offers the services of experienced industry professionals to help financial institutions implement RPM quickly and effectively for maximum benefits.

"RPM provides financial institutions the information necessary to make more informed, profitability-based decisions regarding their customer relationships," said Kurt Guenther, senior vice president of IPS-Sendero. "Relationship profitability should be the foundation of any customer relationship management effort. How an institution manages a relationship greatly depends on how those relationships are defined and how their profitability contributions are measured."

IPS-Sendero is a unit of Fiserv, Inc. and a provider of technology solutions and education for asset/liability management, profitability measurement, mortgage analytics and financial management and planning. Financial institutions of all types use IPS-Sendero products and services to help manage balance sheet risk, measure and manage profitability, develop budgets and forecasts and produce information needed for sound decision-making. More than 3,400 organizations in 56 countries have licensed 7,800 IPS-Sendero products through the company's headquarters in Atlanta and its global offices. More information about IPS-Sendero is available at [www.ips-sendero.com](http://www.ips-sendero.com).

Fiserv, Inc. (Nasdaq: FISV) provides information management systems and services to the financial and health benefits industries, including transaction processing, outsourcing, business process outsourcing and software and systems solutions. The company serves more than 16,000 clients worldwide, including banks, credit unions, financial planners/investment advisers, insurance companies and agents, self-insured employers, lenders and savings institutions. Headquartered in Brookfield, Wis., Fiserv reported \$3.4 billion in processing and services revenues for 2004. Fiserv was ranked the largest provider of information technology services to the U.S. financial services industry in the 2004 FinTech 100 survey by the American Banker newspaper and the Financial Insights research firm. Fiserv can be found on the Internet at [www.fiserv.com](http://www.fiserv.com).