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## **Message Workflow Manager from Fiserv Selected by PNC Managed Investments**

### **Solution automates account processing for enhanced efficiencies and cost savings**

**Brookfield, Wis., November 23, 2009** - Fiserv, Inc. (NASDAQ: FISV), the leading global provider of financial services technology solutions, today announced that PNC Managed Investments Inc., formerly ADVISORport, Inc., has selected Message Workflow Manager™ to connect its internal workflow system to the industry-leading portfolio accounting platform, APLSM from Fiserv, which recently topped over three million accounts.

Message WorkFlow Manager from Fiserv is a central messaging solution that offers investment managers, sponsors, custodians and third parties a single point of entry into their account data and life cycle. The solution supports the processing of key Managed Account operations ranging from new account opening and client request processing through to account termination. By eliminating the need for manual data entry, Message WorkFlow Manager has the potential to both lower operational costs and reduce possible errors.

"We selected Message Workflow Manager from Fiserv because it allows us to automate our account opening and client request processing using a technology that integrates seamlessly into our existing products," said Karen Rabb, chief operations officer, PNC Managed Investments." This allows us to further our business strategy to provide an open and flexible platform for asset managers and sponsors to grow their managed investment business."

"Our solution, which embraces MMI's communications standards, is one of the many products we have to help our clients adapt to the changing business environment. By implementing Message Workflow Manager from Fiserv, PNC Managed Investments will be able to improve efficiencies and reduce costs," said Cheryl Nash, senior vice president, Strategic Marketing and Business Development for Investment Services, Fiserv. "This is a big leap forward in automation for our clients and the industry."

Message WorkFlow Manager from Fiserv facilitates standards and supports operational efficiencies by enabling straight through processing of critical account data via MMI compliant or proprietary messages through the extensive Fiserv network. This real-time solution was designed to eliminate inefficiencies caused by manual processes associated with opening and maintaining a client's managed account.

#### **About PNC**

The PNC Financial Services Group, Inc. ([www.pnc.com](http://www.pnc.com)) is one of the nation's largest diversified financial services organizations providing consumer and business banking; specialized services for corporations and government entities, including corporate banking, real estate finance and asset-based lending; wealth management; asset management and global fund services.

#### **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 celebrates its 25th year in 2009. For more information, visit [www.fiserv.com](http://www.fiserv.com).

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