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## **Mobiliti from Fiserv Recognized as the Market Leader in Ovum Global Mobile Banking Vendor Evaluation**

BROOKFIELD, Wis.--(BUSINESS WIRE)-- [Fiserv](#), Inc. (NASDAQ: FISV), a leading global provider of financial services technology solutions, announced today that its Mobiliti™ mobile banking solution was named the market leader in the just-published "[Ovum Decision Matrix: Selecting the Next Generation Mobile Banking Solution](#)." The report evaluated eight global mobile banking providers based on market impact, technology and execution.

Ovum cited the established market tenure of Mobiliti, its large and loyal customer base, and an overall excellent client relationship model as reasons for the market leader designation. The report also spoke favorably of the go-forward focus on modularization and extensibility of Mobiliti, which will make it easier for Fiserv clients to customize their mobile banking offerings and leverage third party technologies.

"Banks should shortlist Mobiliti when searching for a next generation mobile banking solution," said Kieran Hines, Financial Services Technology Practice Leader, Ovum. "We consider this solution as the market leader, as Fiserv has gained significant market share and has kept up with the technology race."

The Ovum report highlights the growing focus on mobile banking within financial institutions and notes the importance of enhancing mobile channel functionality and taking advantage of digital marketing to drive engagement. These topics align with Fiserv principles on [offering a tailored user experience](#) for each banking channel and creating opportunities to [cross-sell via mobile banking](#), which are topics covered in papers available at [Fiserv.com](#).

"Mobile is the channel of choice for an increasing number of consumers, and for many of our financial institution clients the volume of customer mobile banking interactions has already surpassed that of online and physical channels," said Serge van Dam, vice president, Digital Channels, Fiserv. "Since 2002, Mobiliti has been used by financial institutions of all sizes to power banking interactions, payment transactions, and alerts and notifications. We are proud to have spent more than a decade building and deploying the broadest feature set in the industry."

Mobiliti from Fiserv currently powers mobile financial services for millions of consumers at more than 1,900 banks and credit unions on five continents across the globe. The solution was also recognized by CEB TowerGroup with four "Best in Class" distinctions in its most recent, global mobile technology analysis.

Financial institutions interested in learning more about Mobiliti can visit [www.fiserv.com/mobiliti](http://www.fiserv.com/mobiliti).

### **About Ovum**

Ovum is a leading global technology research and advisory firm. Through its 180 analysts worldwide it offers expert analysis and strategic insight across the IT, telecoms, and media industries. Founded in 1985, Ovum has one of the most experienced analyst teams in the industry and is a respected source of guidance for technology business leaders, CIOs, vendors, service providers, and regulators looking for comprehensive, accurate, and insightful market data, research, and consulting. With 23 offices across six continents, Ovum offers a truly global perspective on technology and media markets and provides thousands of clients with insight including workflow tools, forecasts, surveys, market assessments, technology audits, and opinion. In 2012, Ovum was jointly named Global Analyst Firm of the Year by the IIAR.

In addition, Ovum operates a large portfolio of technology conferences annually in Europe under the OvumLive events brand, presenting a more interactive opportunity to learn from its analysts. Its flagship event - Ovum Industry Congress - attracts over 300 end-user attendees every year.

Ovum is a division of Informa plc, one of the leading business and academic publishing and event organisers globally, headquartered in London. Informa is quoted on the London Stock Exchange.

### **About Fiserv**

This year, Fiserv Inc. (NASDAQ: FISV) celebrates 30 years of leadership in financial services technology. As one of FORTUNE® magazine's World's Most Admired Companies, Fiserv is helping clients worldwide achieve best-in-class results by driving innovation in payments, processing services, risk and compliance, customer and channel management, and business insights and optimization. For more information, visit [www.fiserv.com](http://www.fiserv.com).

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