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## **Fiserv Unveils EnAct™ Enterprise Sales Management System**

**Built on the Microsoft Dynamics CRM<sup>(R)</sup> platform, solution helps banks optimize sales efforts and drive organic growth**

BROOKFIELD, Wis., Apr 28, 2009 (BUSINESS WIRE) -- Fiserv, Inc. (NASDAQ: FISV), the leading global provider of financial services technology solutions, today announced general availability of its new enterprise sales management system for banks. EnAct<sup>(TM)</sup>, powered by Microsoft Dynamics CRM<sup>(R)</sup>, equips executives, managers and sales staff with the vital information, automation and collaboration tools they need to manage their customers, sales teams and local markets.

"As the competition for core deposits intensifies, flawless execution of sales strategy has never been more critical for traditional financial institutions," said Tom Warsop, Group President, Financial Institution Services, Fiserv. "Capturing new market share while securing and deepening existing customer relationships requires a structured and systemic approach enabled by practical technology that reveals customer insights and simplifies the sales process."

EnAct was designed to support Fiserv's globally proven methodology for bank sales management, and incorporates best practices based on 25 years of experience in helping banks execute customer relationship and sales strategies. Built on Dynamics CRM, EnAct combines all the capabilities and flexibility of Microsoft's highly acclaimed CRM platform with all the finely tuned banking functionality of a purpose-built industry solution. Fiserv's configuration of Dynamics CRM provides pre-defined local and centralized campaign templates, tailored dashboards of leading and lagging indicators, processes for lead, referral and pipeline management, structured sales planning tools and more.

"Managing prospects, referrals for existing customers and other opportunities is a clear priority for banks," said Kathleen Khirallah, banking practice managing director, TowerGroup. "Having the right technology tools in place can help them manage leads and marketing lists across the enterprise to ensure that sales and marketing functions are working in harmony."

By choosing Dynamics CRM as an enterprise-ready platform, Fiserv has leveraged Microsoft's massive investments in usability and integration with Office applications such as Outlook<sup>(R)</sup>, Word<sup>(R)</sup>, Excel<sup>(R)</sup> and SharePoint<sup>(R)</sup>. Dynamics CRM's strength in usability and integration facilitate user adoption of EnAct, while Fiserv's methodology-based design and insightful expertise provide financial institutions a fast path to sustainable sales uplift.

"As a leader in financial services technology, Fiserv brings a wealth of global banking experience to Microsoft's partner ecosystem. EnAct is a perfect example of Microsoft's strategy to align with industry specialists to bring to market vertically relevant enterprise solutions on powerful Microsoft platform technologies like Dynamics CRM," said David Vander, managing director of worldwide banking for the financial services sector at Microsoft.

Fiserv, a leading Microsoft industry partner for financial services, won the 2008 Microsoft Partner of the Year Global Independent Software Vendors (ISV) Line of Business Special Recognition award. The Microsoft Partner Program Awards recognize Microsoft partners that have developed and delivered exceptional Microsoft-based solutions.

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

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