



## Mobiliti from Fiserv Recognized as a "Best in Class" Provider Across all Categories in Global Mobile Banking Technology Assessment

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- Mobiliti named "Best in Class" in each of the four categories evaluated
- Report cites the structured approach to innovation epitomized by the Mobiliti product roadmap, and highlights specific capabilities
- More than 1,400 financial institutions and millions of consumers worldwide use Fiserv mobile banking and payments technology

BROOKFIELD, Wis.--(BUSINESS WIRE)-- [Fiserv](#), Inc. (NASDAQ: FISV), a leading global provider of financial services technology solutions, today announced that its Mobiliti™ mobile banking platform received four "Best in Class" distinctions in a recent CEB TowerGroup global mobile technology analysis. Mobiliti from Fiserv was named "Best in Class" in each of the four categories evaluated: Customer Experience, Interface Development, Integration and Management and Enterprise Support.

"Though most financial institutions implemented their current mobile solutions within the last two years, our research shows that 50 percent plan to replace their system or adopt a new one in the next year to remain competitive and enable continued innovation," said Jason Malo, author of the analysis and CEB TowerGroup research director. "While mobile banking itself is now table stakes, consumers are expecting more advanced functionality that keeps pace with current smartphone capabilities."

The CEB TowerGroup technology analysis aims to provide a customer-driven, transparent and unbiased review designed to drive informed business decisions. Its product rankings highlight best-in-class attributes and show a comparative perspective of leading products. This report assessed more than a dozen mobile banking offerings across worldwide markets.

When evaluating Mobiliti, the CEB TowerGroup report cited the structured approach to product roadmap development employed by Fiserv to ensure continued delivery of innovative product features. The report also highlighted the Control Center console that offers financial institution staff options for reporting, assignment of permissions, channel configuration and performance management. Specific attributes of Mobiliti such as multifactor authentication capabilities, extensive customer service, and self-service features and multi-lingual capabilities are also noted.

"In the fast moving mobile space, financial institutions must continuously grow and adapt their offerings to meet customer needs and demands," said Jim Tobin, senior vice president and general manager, Mobile Solutions, Fiserv. "Our clients appreciate our well-defined strategic roadmap, along with our ability to execute it to benefit their mobile banking users and their bottom line. CEB TowerGroup analysts' recognition of Mobiliti as a best-in-class global mobile banking solution, combined with the widespread adoption of the product, demonstrates industry preference for feature-rich, user-friendly mobile solutions."

Mobiliti from Fiserv currently powers mobile financial services for millions of consumers at more than 1,400 banks and credit unions on five continents across the globe. Recent innovations include the introduction of Mobiliti™: Tablet, a functional, quick to market tablet banking capability. Interest in the Mobiliti: Tablet app has been strong, with more than 200 banks and credit unions already committed to deploying the solution. Financial institutions interested in learning more about Mobiliti can visit [www.fiserv.com/mobiliti](http://www.fiserv.com/mobiliti).

### *Technology Assessment Disclaimer*

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### **About Fiserv**

Fiserv, Inc. (NASDAQ: FISV) is a leading global technology provider serving the financial services industry, 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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### **Media Relations:**

Ann Cave  
Director, Public Relations  
Fiserv, Inc.  
678-375-4039

[ann.cave@fiserv.com](mailto:ann.cave@fiserv.com)

or

**Additional Contact:**

Wade Coleman

Director, Public Relations

Fiserv, Inc.

706-225-9233

[wade.coleman@fiserv.com](mailto:wade.coleman@fiserv.com)

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