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## Fiserv Recognized as a Mobile Banking and Payments Leader by IDC MarketScape

BROOKFIELD, Wis.--(BUSINESS WIRE)--

Fiserv, Inc. (FISV), a leading global provider of financial services technology solutions, announced today that it was named a leader in both the [IDC MarketScape: North American Mobile Banking Software Solutions Vendor Assessment](#) (March 2015) and the [IDC MarketScape: North American Mobile Banking Payments Software Vendor Assessment](#) (April 2015). Fiserv was recognized due to its broad range of implementations, focus on mobile payments and money movement platforms, and high overall satisfaction levels from references. The reports noted that the Fiserv mobile banking solution, Mobiliti™, is in production with all major North American core vendor platforms.

Additional Fiserv strengths cited in the mobile banking assessment included the fact that the company offers its own bill pay capabilities and that the Mobiliti solution is available as a service or on premise.

The payments-focused assessment cited the recently announced NOW Network, which is being created with a goal of providing financial institution customers with streamlined payments across multiple channels, use cases and networks.

"Mobile banking is an important part of the overall customer experience," said Marc DeCastro, research director, Customer-Centric Bank Strategies, IDC Financial Insights. "Consumers are beginning to look at their financial services from a mobile-first, indeed, a mobile-only, perspective. That will present challenges to financial institutions looking to keep pace with consumers' changing preferences and expectations."

In its inaugural year, the North American Mobile Banking Software Solutions Vendor Assessment compares 10 mobile banking software solutions in the North American marketplace and discusses what criteria are most important for financial institutions to consider when making mobile banking investment decisions. Analysts examined each vendor's current capabilities and how its solution aligns with customer needs. The IDC MarketScape also considered how well the vendor's future strategy aligns with what customers will require in three to five years.

Also in its inaugural year, the North American Mobile Banking Payments Software Vendor Assessment compares the software of the five major mobile banking payment vendors in the North American marketplace, which represents a subset of the vendors evaluated in the North American Mobile Banking Software Solutions Vendor Assessment. It is intended to help financial institutions in their purchasing decision as they look to offer more payment-related services through their mobile channel.

Mobiliti from Fiserv currently powers mobile financial services for millions of consumers at more than 2,100 banks and credit unions on five continents across the globe. The solution was also recently recognized as the [market leader](#) in an Ovum global mobile banking vendor evaluation. CEB TowerGroup honored Mobiliti with four "Best in Class" distinctions in its most recent global mobile technology analysis.

"Life is moving quickly, and for an increasing number of consumers and small businesses, mobile banking is the preferred way to keep up with their finances," said Marc West, president, Digital Channels, Fiserv. "We are committed to providing our clients with digital banking and payments capabilities that allow consumers and small business users to accomplish financial tasks quickly and easily. This recognition from the IDC MarketScape reinforces our focus on enabling best-in-class results for our clients."

For more information about Mobiliti, visit [www.fiserv.com/mobiliti](http://www.fiserv.com/mobiliti).

### Additional Resources:

- | The Rise of the Mobivore: Serving the Mobile-Only User white paper - [www.fiserv.com/mobile-only](http://www.fiserv.com/mobile-only)
- | Exceeding the Mobile Adoption Benchmark: Effective Strategies for Driving Greater Adoption and Usage white paper - [www.fiserv.com/driving-mobile-adoption](http://www.fiserv.com/driving-mobile-adoption)

## About IDC MarketScape

The [IDC MarketScape](#) vendor analysis model is designed to provide an overview of the competitive fitness of ICT (information and communications technology) suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. [IDC MarketScape](#) provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of IT and telecommunications vendors can be meaningfully compared. The framework also provides technology buyers with a 360-degree assessment of the strengths and weaknesses of current and prospective vendors.

## About Fiserv

Fiserv, Inc. ([FISV](#)) enables clients to achieve best-in-class results by driving quality and innovation in payments, processing services, risk and compliance, customer and channel management, and business insights and optimization. For more than 30 years, Fiserv has been a leader in financial services technology, and today is among FORTUNE® magazine's World's Most Admired Companies and Forbes magazine's America's Best Employers. For more information, visit [www.fiserv.com](http://www.fiserv.com).

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