



August 12, 2010

## **Fiserv and Aite Group Present 'Build Your Business with Better Advice', a Webcast on How to Benefit From Financial Planning**

**Brookfield, Wis., August 12, 2010** - [Fiserv, Inc.](#) (NASDAQ: FISV), the leading global provider of financial services technology solutions, today announced that it has partnered with Aite Group, a leading industry analyst firm, to present a free webcast for financial advisors on how to integrate financial planning and advice into their business models. This webcast will be presented on Tuesday, August 17 from 12:00-1:00 PM (ET). To attend, please [register](#) here.

Aite Group, which recently published a survey of more than 390 advisors and their views regarding financial planning, and Fiserv, which recently acquired AdviceAmerica, will utilize this webcast as an opportunity to demonstrate how financial organizations are using financial planning tools and technology to enhance their client relationships and build their businesses.

Cheryl Nash, senior vice president, Investment Services, Fiserv will provide insight into how financial advisors can increase their value to clients by offering goal-based advice and detail how holistic planning can lead to a Unified Managed Household. Nash will also discuss methods for using technology in order to improve efficiency and boost the bottom line. Sophie Schmitt, senior analyst at Aite Group, will offer a glimpse into her research on how financial planning is used and adopted across the industry and why some segments are more successful at using financial planning as a sales tool. She will also discuss the importance of financial planning software.

As the leading technology provider for the managed accounts industry, Fiserv processes more than 3.4 million accounts on its APLSM platform and is the chosen technology provider for more than 1 million UMA sleeves and more than \$1.8 trillion in assets.

### **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. Fiserv is ranked No. 1 on the FinTech 100 survey of top technology partners to the financial services industry. For more information, visit [www.fiserv.com](http://www.fiserv.com).

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