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## **New Enterprise Relationship Management Suite from Fiserv Customer Centered Solutions Designed to Address Service and Sales Issues**

PITTSBURGH--May 16, 2005--Fiserv Customer Centered Solutions (CCS), the customer relationship management (CRM) business of Fiserv Inc., (Nasdaq: FISV), has introduced the Enterprise Relationship Management (ERM) Suite, an integrated product line designed to address service and sales issues facing CEOs.

Fiserv CCS developed the ERM Suite by tapping into Fiserv's vast client and advisory group network and leveraging the Fiserv Integration Framework - a technology being used to integrate significant portions of Fiserv's products - to develop a product line that offers considerable CRM benefits to financial institutions. They include:

- Improving the customer experience by bringing together all customer information to view and service them as one.
- Reducing costs and improving efficiency related to adaptability of IT software to business line process changes.
- Increasing operating margins through tightly integrated systems.
- Retaining and increasing the customer base with a highly effective sales and referral process.
- Differentiating the organization through quality and responsiveness of customer service.

Built exclusively for the financial industry, the ERM Suite is a CCS flagship product and serves CRM needs across Fiserv's major business lines of banking, credit unions, lending and insurance.

Leveraging the latest Web services technologies and built with industry-standard products and protocols, the heart of the product line is a business process (workflow) engine that allows an organization to pictorially develop or change business processes while the software automatically adapts to the change. The workflow engine can plug into various software systems within an organization and also drives the major components of the ERM Suite, which include contact management, campaign execution and marketing, field sales force management, e-mail management and advanced analytics.

The product line was created to integrate into an existing infrastructure and leverage an organization's investment in software systems, such as platform, teller, loan origination and data warehouses, among others.

Shell Federal Credit Union in Deer Park, Texas, has seen some clear benefits since installing the ERM Suite in late 2004, said John Myer, vice president of administration. "Our team now has instant access to contact information rather than having to spend time asking around," Myer said. "Our contact information includes every action that has been, or will be, taken regarding that particular member, providing us with a huge leap forward in our ability to more effectively support the needs of our members."

"Our clients want a platform for the future that addresses sales and service issues across the enterprise and melds together the systems already deployed without creating more redundancy," said Regis Rapp, general manager of Fiserv CCS. "Fiserv Customer Centered Solutions' knowledge of software systems and information analytics allowed us to create a new breed of operational CRM."

Fiserv Customer Centered Solutions, a unit of Fiserv, Inc., provides software solutions that enable financial institutions and service providers to drive profit by effectively leveraging information technology. Fiserv CCS provides a complete suite of contact, relationship and information management, sales force automation, analytics, business process management and business intelligence tools for the financial industry. More information can be found at [www.ccs.fiserv.com](http://www.ccs.fiserv.com).

Fiserv, Inc. (Nasdaq: FISV) provides information management systems and services to the financial and health benefits industries, including transaction processing, outsourcing, business process outsourcing and software and systems solutions. The company serves more than 16,000 clients worldwide, including banks, credit unions, financial planners/investment advisers, insurance companies and agents, self-insured employers, lenders and savings institutions. Headquartered in Brookfield, Wis., Fiserv reported \$3.4 billion in processing and services revenues for 2004. Fiserv was ranked the largest provider of information technology services to the U.S. financial services industry in the 2004 FinTech

100 survey by the American Banker newspaper and the Financial Insights research firm. Fiserv can be found on the Internet at [www.fiserv.com](http://www.fiserv.com).