

September 2009

Volume 6
Issue 9

The Business Case for an Enterprise Mobile Financial Services Strategy

The need to grow profitability, coupled with strong industry buzz for mobile banking, have driven many banks to adopt a “just get something up and running” strategy in regards to mobile financial services—without defining clear business objectives. This approach can hamper future opportunities to enhance the customer experience, reduce channel costs and realize a compelling return on investment as new mobile technology is developed.

Download Report

Download your copy of the white paper, "[How to Achieve a Compelling ROI from Mobile Financial Services](#)" NOW!

Fiserv is pleased to provide complimentary, value added knowledge resources that contribute to stronger consulting engagements.

In the Press

Fiserv to Release Third Quarter 2009 Earnings on October 27, 2009

Fiserv, Inc. will announce its third quarter earnings for 2009 after the close of regular market trading on Tuesday, October 27, 2009.

[Read more](#)

Fiserv Continues Momentum by Announcing Five Credit Union Platform Agreements

Industry Resource

The Fiserv authored white paper "[How to Achieve a Compelling ROI from Mobile Financial Services](#)," thoroughly addresses the unique opportunity financial institutions have in the current economic climate to sharpen their focus on implementing mobile financial services solutions that can deliver enhanced customer service, lower channel costs and greater profitability.

The paper states that a dramatic shift in emphasis from today's basic mobile transaction capabilities to a more holistic, enterprise-wide mobile financial services strategy will need to take place in order to achieve the expected return on investment. It further examines current mobile banking adoption and deployment trends, offers intuitive lessons from the online banking adoption cycle, and provides a roadmap to help financial institutions achieve strategic value from the mobile financial services channel.

Markets show that the timing for mobile device solutions is right, as a majority of Americans already enjoy non-voice data activities such as texting, e-mailing, taking pictures and making videos on their mobile devices. In addition, the proliferation of sophisticated hand-held smart phones has expanded both the capabilities and the expectations of today's consumer. Smart phones are now multifunction digital texting, browsing, e-mailing and voice communication devices that consumers carry with them everywhere 24/7. The profitable stage for consumer adoption of mobile banking and payments occurring across the globe has clearly been set.

The paper discusses in great detail the fallacy of an “ad-hoc approach” to adopting mobile financial technology, as well as the lessons learned from similar approaches to adopting online banking technology in the 1990s. After delivering a compelling argument for building clear mobile banking directives based on past “lessons learned”—a comprehensive roadmap to developing an enterprise mobile financial services strategy is presented.

Fiserv, Inc. announced that it has signed five new credit union clients to contracts for its Portico™, OnCU® and CubicsPlus® account processing solutions.

[Read more](#)

Huntington State Bank Selects Precision™ from Fiserv

Fiserv, Inc. announced that Huntington State Bank has selected the Precision™ bank platform to provide an enterprise-wide technology solution to accommodate current and future growth.

[Read more](#)

[For more news](#)

Upcoming Events

Fiserv is attending these upcoming trade shows:

[AFP National Convention](#)

October 4-7, 2009
San Francisco, CA

[MBA's 96th Annual Convention & Expo 2009](#)

October 11-14, 2009
San Diego, CA

[ATM, Debit & Prepaid Forum](#)

October 18-20, 2009
Las Vegas, NV

[More events](#)

According to the paper, “An enterprise mobile financial services strategy will enable institutions to support new applications, generate new revenue streams and mobilize payments in novel and yet-unimagined ways. As a result, this will enable banks and credit unions to achieve a compelling and quantifiable financial return from their investments in the mobile channel.”

Fiserv Resource

Mobile Money™ from Fiserv offers cutting-edge mobile banking and payments technology—delivering universal reach for financial institutions that want to drive the highest levels of mobile adoption and usage. It empowers institutions to reach more customers by offering native support of all three mobile access modes—SMS, WAP and mobile application—through a single platform.

The solution can be delivered either online via Internet banking or offline via mobile device, contact center or branch. It offers native support for a broad range of functionality, including banking, payments, alerts, security and informational services. Mobile Money is a globally-proven application, deployed with Fortune 500 banks since 2002.

Mobile Money is available in three deployment models: a licensed version, Mobile Money FastTrack™ (a licensed version that also can be hosted), and an ASP/hosted version.

Mobile Money FastTrack from Fiserv is the fastest and most complete answer to today's mobile financial services needs of consumers and financial institutions. Mobile Money FastTrack delivers the power and convenience of mobile technology and offers financial institutions a way to:

- Capture and retain high income from tech-savvy customers
- Attract younger consumers who will bolster future success
- Increase profitability for higher-cost customers

Mobile Money FastTrack offers a typical 90-day implementation, meaning organizations can quickly recognize their return on investment. Flexible deployment options mean that financial institutions can customize and add new capabilities at their own pace to align with their evolving brand, competitive or line-of-business strategies.

The ASP/hosted version of Mobile Money enables institutions to enter the growing and profitable mobile banking channel quickly and affordably—without the high cost of in-house software implementation, maintenance and support. The hosted deployment of Mobile Money leverages the power and convenience of mobile technology and offers community banks and credit unions a way to compete successfully for tech-savvy consumers who demand the convenience of mobile financial services.

Subscriber Information

[Subscribe](#) to this newsletter to receive monthly updates on industry issues, access thoughtful insight on industry trends, and learn about Fiserv solutions and services.

For more information on the Fiserv Consultant Relations Program, please contact:

Lola Brin
Corporate SVP
Consultant Relations
303-688-4968 lola.brin@fiserv.com

For more information on Fiserv solutions and services, please e-mail getsolutions@fiserv.com

[Forward this newsletter to a colleague](#)

For more information about Mobile Money from Fiserv, please contact Calvin Grimes at (678) 375-4329, or by email at calvin.grimes@fiserv.com

Fiserv

255 Fiserv Drive
Brookfield, WI 53008
262-879-5000
800-872-7882
getsolutions@fiserv.com
<http://www.fiserv.com/>

Information provided to the Consultant Relations Program at Fiserv is confidential, proprietary, and only accessed by Fiserv professionals. Fiserv does not disclose this information outside the Company.

We respect your privacy. Every attempt is made to only offer information that may be of value to you or your clients. Please review the [Fiserv Privacy Statement](#). If you do not wish to receive this newsletter from us in the future, you may "[opt-out](#)" of receiving future distributions.

Fiserv is a registered trademark of Fiserv, Inc. Other products referenced in this material may be trademarks or registered trademarks of their respective companies.

© Copyright 2009 Fiserv, Inc. All rights reserved.