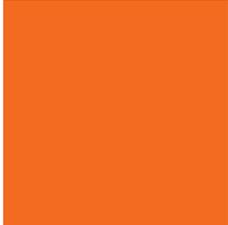


Business Analytics

Provide Access to Critical Business Intelligence
Across the Organization



By combining extensive reporting functionality with easy-to-use technology, Business Analytics from Fiserv gives you complete control of report creation and distribution throughout your financial institution.

Business Analytics helps to optimize performance and financial results by supplying consistent metrics across your entire enterprise, making it an indispensable tool for reaching informed financial and policy decisions. With its innovative, browser-based features, this solution simplifies information management, enabling your staff to author, manage and view reports from a single portal.

Business Analytics gives you the flexibility to schedule the delivery of various reports to specific personnel, as well as determine the exact content each person can access.

Robust Report Authoring and Viewing Tools

Business Analytics provides intuitive, menu-driven tools for report authoring, data analysis and administration.

- **Business Author** enables users with varying degrees of experience to easily create business intelligence summary and analytical reports
- **Advanced Business Author** blends key features of Business Author and the even more capable Professional Author, providing the most-needed tools for building complex, data-rich reports
- **Professional Author** has sophisticated dashboard authoring features that make it possible to present report information with intuitive maps, charts and gauges, providing valuable data in a concise and easy-to-understand format
- **Consumer** is a viewing tool that enables all of your employees to access reports created by others
- **Enhanced Consumer** helps your team pull information from multiple prebuilt reports and combine it into a single, dashboard-style interface

The point-and-click approach to report generation in Business Analytics enables novices and experts alike to build, format and edit customized reports with minimal effort and training. All elements of reports – including text, images and graphs – can be imported, formatted and arranged with easy drag-and-drop functionality.

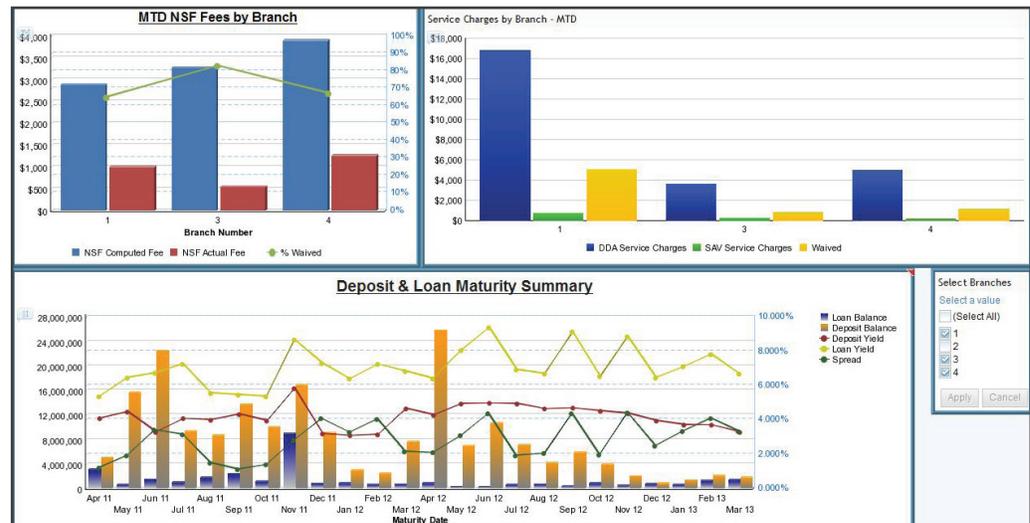


Mobile Capability

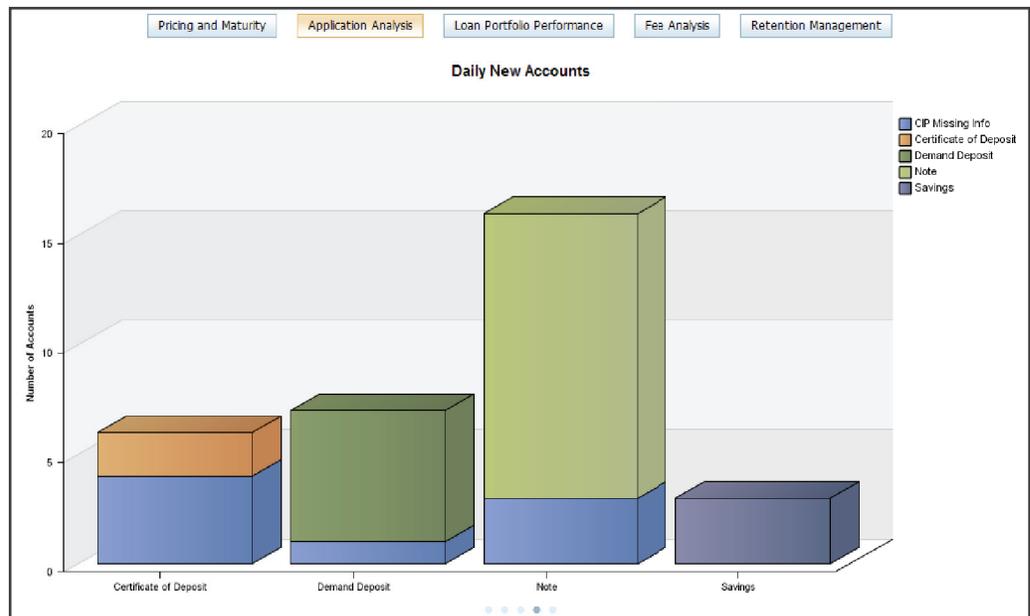
With the mobile version of Business Analytics, you can view, analyze and share business intelligence on the go using Apple® iPad® devices. This application gives you the same rich, visual experience you'd have in a desktop environment, but in a remote solution that is simple,

reliable and secure. As a result, you can interact with reports, dashboards and data analysis wherever you are for uninterrupted productivity and timely decisions based on up-to-date information. The mobile application for Business Analytics is included when your financial institution licenses the Analytics User role.

The Right Tools for the Right Job



With Business Analytics authoring tools, you can combine various existing reports into one easy-to-read, interactive dashboard.



The Business Analytics mobile option makes powerful business intelligence available anywhere using Apple iPad devices.

Incorporate External Data

Information from outside sources can be integrated for ad hoc reporting and analysis. You can import text, spreadsheet and other files and combine them with your enterprise data to create reports.

For example, demand deposit account data could be combined with external files containing data on remote deposit fees or investment income to calculate and report the actual profit on accounts.

Watch Rules and Alerts

Using the Watch Rules option in Business Analytics, you can establish unique scenarios for generating reports, which will then be delivered when those conditions are met. For example, the system can be set up to monitor events such as overdue loan payments, large deposits and changes in interest margins. Appropriate reports can then be generated and distributed electronically to all staff who need to know or act on the information. Users can also choose to be notified automatically via email when new reports are available.

Intuitive Searches

The fast, effective search capabilities in Business Analytics reduce research time by providing easy access to reports, analysis and information that is already created and stored within your organization. Users can search for reports by name or description, but also by specific terms and data elements in a report, such as a customer name, product name or location—items that rarely show up in titles or descriptions.

Executive Analysis

Business Analytics empowers your senior management to examine all critical data online. An interactive menu incorporates multiple views of summary-level metrics, and hyperlinks guide users to additional summary and detail reports. Information on new accounts, past-due analysis, commitment exposure and more is readily available. Color-coded content helps to benchmark your organization's profitability.

In addition, integration with Microsoft® Office products enables your staff to easily select the report elements they need in Word, Excel® and PowerPoint® formats.

You have the option to automatically refresh the information displayed within these programs, ensuring data quality and integrity. With Business Analytics, your entire organization becomes more efficient by having mission-focused information available anytime, anywhere and in virtually any view desired.

Business Intelligence Reporting Solutions

A variety of Business Analytics reporting packages are available, providing plug-and-play solutions that deliver the most immediate return on your investment. Each package includes combinations of interactive reports designed to provide analysis at executive, branch and data levels. The collections of reports are assembled by Fiserv business and executive intelligence specialists, and they provide a customized solution to fit your organization's unique requirements.



Fiserv is driving innovation in Payments, Processing Services, Risk & Compliance, Customer & Channel Management and Insights & Optimization, and leading the transformation of financial services technology to help our clients change the way financial services are delivered. Visit www.fiserv.com for a look at what's next now.

Performance Monitoring Solutions

Monitoring specific business metrics helps you identify areas of strength and opportunities for growth. Our separately licensed performance monitoring solutions work with Business Analytics to provide a comprehensive set of reports that examine specific roles and competencies within your organization. By combining historical data with forward-looking opportunities, our performance monitoring solutions enable your financial institution to manage overall performance proactively from a single application.

Delivery Channel Reporting

Your financial institution serves customers at a variety of touchpoints, including a growing array of digital channels. Our delivery channel reporting packages enable you to monitor enrollment, activity and transaction data from these conduits, as well as flag exceptions and anomalies so your staff can follow up and resolve them promptly, enhancing service and boosting customer engagement.

Business Benefits

Business Analytics helps your staff research, view and use business data more effectively to drive better decisions and higher performance.

- Enables management and staff to monitor and understand your organization's most important business metrics
- Saves time and paper with automatic distribution of reports by email
- Keeps sensitive information safe with flexible security features
- Easily exports data to formats that recipients prefer, such as Excel, PDF and XML

Connect With Us

For more information about Business Analytics, call 800-872-7882, email getsolutions@fiserv.com or visit www.fiserv.com.



Fiserv Inc.
255 Fiserv Drive
Brookfield, WI 53045

800-872-7882
262-879-5322
getsolutions@fiserv.com
www.fiserv.com