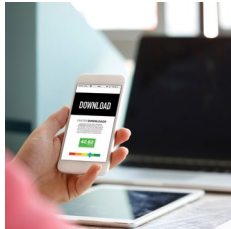


Notifi™

Offer Your Customers Real-Time Alerts and Enable Them to Take Appropriate Action



Thanks to today's digital revolution, consumers demand instantaneous access to information when they need it most. Your customers are no different – they expect to receive financial information when it is both important and useful. With Notifi from Fiserv, you can deliver real-time alerts and the ability to take immediate action to address a specific need.

There is no doubt your customers want greater access to their financial information on their terms – and on their mobile devices. And thanks to technology, financial notifications are readily available.

Notifi lets you transform the everyday relationship with your customers into a proactive engaging relationship – while simultaneously lowering costs and complying with regulation.

Why Notifi?

Notifi changes the messaging landscape for your institution and your customers by enabling digital communication through multiple banking channels. Relevant financial events such as a low balance, a pending loan payment or a suspicious transaction, automatically trigger the delivery of

real-time alerts. Customers control their communication preferences and can choose to receive alerts via email, text, a secure online inbox, or push notifications.

Notifi Empowers Your Customers to Take Action

Notifi is an innovative events and alerts solution that alerts your customers in real time to opportunities, exceptions and confirmations. This deepens the customer's engagement with you, provides greater customer control and ultimately increases customer satisfaction.

Notifi delivers:

- Greater customer self-service productivity, reducing support calls and branch visits thereby reducing customer service costs. And, because users get directed toward actions to take, your staff can focus on higher value interactions such as loan requests or new account openings.
- Reduced fraud risk exposure, by providing real-time alerts on unusual activity. This lowers the cost of fraud by notifying customers of questionable activity and reducing fraud exposure windows.
- Greater revenue opportunities, through increased transactions and offer notifications. You have the ability to charge for the alert service, and to provide focused marketing messages to a targeted customer base. NSF alerts can drive users to use overdraft protection plans.

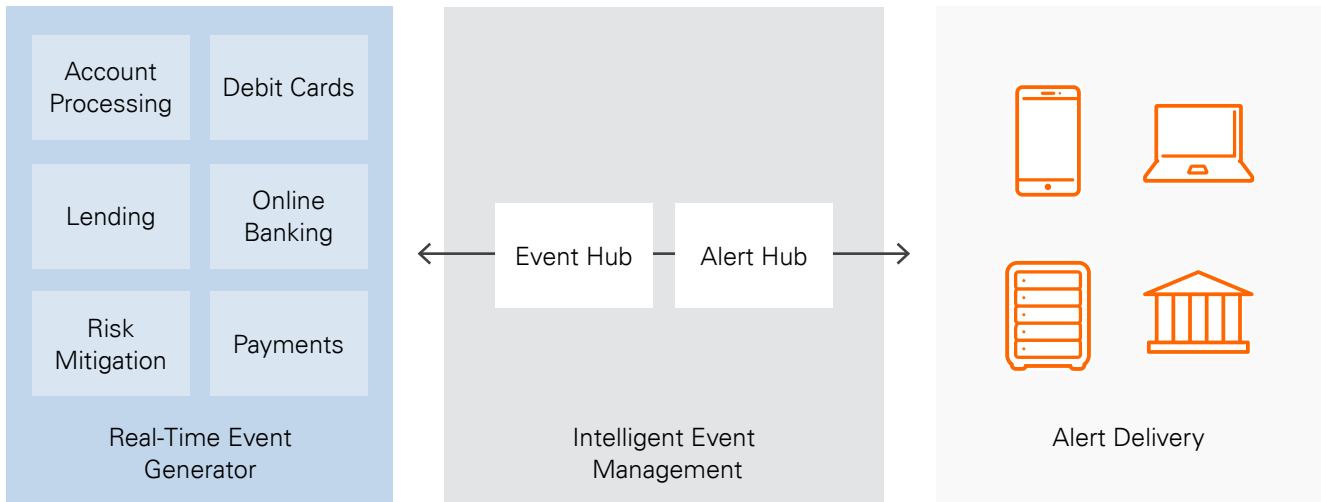
Event Processing



- Enhanced customer engagement and retention, with increased exposure to your institution's brand. Notifi simplifies your customers' lives to keep them engaged long term while helping you build that communication bridge that leads to a strong, trusted relationship with your customers.
- Lower internal process costs and risks, with enterprise notification and alert generation that eliminates the complexity, expense, and risk of administering multiple alerting systems. Notifi allows financial institutions to manage alerts at their customer level thereby increasing efficiency, simplifying regulatory compliance, and lowering compliance costs through a single set of audit trails. Notifi is also designed to help your internal front- and back-office staffs quickly and efficiently manage financial activities that impact you and your customers.
- Real-time integration, thanks to a single event/alert system integrated across a Fiserv suite of products. This increases efficiency for your institution and synergy across multiple banking systems to optimize the customer experience.

More than...

- 5M events processed daily and growing
- 1.9M alert subscriptions and growing
- 3M alerts sent monthly to customers and growing
- 500+ financial institutions chose Notifi and growing



Notifi offers a simple, real-time alert delivery system. Once a monetary or maintenance event occurs, analysis of the event is triggered to determine if an alert is required. If an alert is deemed necessary, the message is formatted for the appropriate customer-defined channel. The message is then sent to the user via the channel they selected. Current event generators include account processing and online banking. The others are planned for future availability.

Meeting a Constant Need

Financial events occur all day, every day for your customers. From point-of-sale transactions for the morning latte to repaying a co-worker for concert tickets using Popmoney® from Fiserv or Zelle®, each event represents an opportunity for your institution to connect with your customer. Alerts are the cornerstone for increased customer engagement.

Whether it's a wire transfer confirmation, an ACH payment status, a balance drop, a mobile deposit or a scheduled payment being canceled, your customers want to know about their financial lives.

Powerful Simplicity

Notifi publishes and processes events in real time to a centralized events hub. This eliminates the batch-processing challenge altogether, allowing your customers to receive the alerts and take action at the precise moment action is needed. It also ensures that all customer information (email addresses, phone numbers and client alert preferences) is stored in a single alert database for instantaneous alert delivery with less information redundancy across multiple channels.



Connect With Your Customers When They Need You Most

As the digital universe expands to meet consumer demand, Notifi enables you to connect with your customers on their mobile device through the message option of their choice. The adoption of texts and push notifications is increasing, and Notifi helps you grow engagement with your customers, increase revenue and cross-sell opportunities, and differentiate your institution in a market vying for consumer attention.

Fiserv is driving innovation in Payments, Processing Services, Risk & Compliance, Customer & Channel Management and Insights & Optimization. Our solutions help clients deliver financial services at the speed of life to enhance the way people live and work today. Visit [fiserv.com](https://www.fiserv.com) and [fiserv.com/speed](https://www.fiserv.com/speed) to learn more.

Key Features

- Alerts preference management - With Notifi, alerts are published and processed in real time, based entirely on user registration and delivery preferences
- Delivery choice – Customers can receive alerts directly via email, SMS, online secure inbox and push notifications; by enabling multiple channels for delivery, your customers are in complete control
- End-to-end notifications – Notifi can integrate with your Fiserv bank platform, online and mobile banking channels to provide alerts regarding important aspects of the customer relationship
- Management visibility – Via integrated customer care, risk management, online enrollment tools and key metric reporting

Connect With Us

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



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