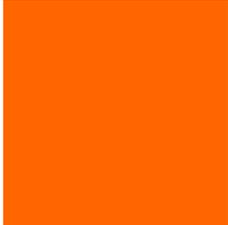


Product Portfolio Optimization for Financial Institutions

Grow your business with advisory services from Fiserv



Product Portfolio Optimization from Fiserv maximizes your mix of offerings to optimize revenue potential. This service provides the strategic and analytic platforms to create a well-defined, consumer-driven blueprint for your product portfolio.

To gain market share, increase wallet share and generate revenue, financial institutions need to take a step back and evaluate their product suite to make sure they are meeting the needs of customers.

Maximize Business Performance

It's no secret that banking in the 21st century is a tough environment. Financial institutions are trying to out-innovate each other at every turn, offering similar products, incentives and trying to win over the same customers. In this increasingly competitive landscape, your organization must be smarter and more strategic about their product packages.

Strategy + Right Products = Fast Results

Before reengineering your product mix, the right strategy must be defined. Our advisory experts will help your organization identify the right products by assessing your current environment. What's working? What isn't? Why? What can be done?

A reinvented or refreshed vision creates new opportunities. Specialized analytics enable your organization to gather the data it needs and analyze the results to help put together a total product package that works best for your customers. Competitive analysis and other analytic tools, such as a performance scorecard, can help you keep the customers you already have and attract new ones, too.





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 to learn more.



Product Portfolio Optimization is one area you can leverage to increase growth and profitability. For a complete overview of Advisory Services for Financial Institutions, please contact your client partner.

Create Value Through Collaboration

Our advisory experts will help you determine project goals and objectives, and will be there through the migration of accounts to the new product offerings.

Our experts consolidate business data and transform it into useful, actionable business insights – finding ways to drive growth, optimize efficiency and manage risk and compliance requirements. Fiserv has the experts, tools and guidance to solve business problems and meet the demands of an ever-changing industry. Our team of over 40 banking professionals helps over 500 banks achieve their business goals each year.

- Key Benefits**
- Revenue and cost management recommendations
 - Insightful analysis of pricing, including strategic and tactical optimization
 - Business case development and cost/benefit analysis
 - Advanced analytical modeling
 - Extensive benchmarking intelligence
 - Expert advice on end-to-end implementations of solutions

Connect With Us

For more information about Product Portfolio Optimization, call 800-872-7882, email getsolutions@fiserv.com or visit fiserv.com.



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