

FirstVision[®] Data Platform

A Comprehensive Platform That Helps Financial Institutions Harness the Full Potential of FirstVision, With Business-Ready Data and Critical Reporting in a Single View

Deriving meaningful insights from large data sets can be risky and time consuming. FirstVision Data Platform from Fiserv produces over 1,400 data items that are critical to key business processes. But translating this data into meaningful insights requires significant interpretation and preparation. Our platform provides financial institutions with a streamlined way to understand and utilise this data to accelerate business success.

Key Features



Multiple Source Types

FirstVision Data Platform ingests and transforms all data sources. The meta-driven process automates the collection and management of different data types, including real-time messages and large batches of files.



Multiportfolio and Multibrand

The platform ingests individual portfolios through separate processes, bringing the data together in a standardised, enterprise data model or data lake. This functionality can be expanded to accommodate multiple clients.



Supports Multiple User Personas

The platform caters to all user personas and data needs ranging from data consumers to data analysts, enterprise reporting to machine-learning data science.



Cost Efficient, Scalable, Fully Automated and Secure by Design

The cloud-based platform benefits from infrastructural scalability. With tokenisation and data-sensitive segregation, security is built into its architecture. Processing initiates and terminates as needed, ensuring you only incur costs for actual usage.

Usable Data for Your Business

Our fully hosted and managed data platform translates complex data into usable formats. With this business data readily accessible through our cloud-based, access-controlled management portal, financial institutions can now effectively understand both their products and their cardholders.

Using the latest data science and bespoke machine learning, our prebuilt models provide critical data insights for key areas of your business in a future-proofed design that adapts and evolves over time.

Key Business Drivers

- **Speeds time to market** for creating value from data
- Provides **visibility** of data, customers and product including partner reporting
- **Integrates data** across digital acquisitions and servicing, account management, transactions and business decisioning
- Can operate and **enhance** existing data platforms

Out-of-Box Capability That Can be Extended for Increasing Business Benefit

- **70+** reports, dashboards, models and extracts out-of-box, based on Fiserv data
- **85+** standard reports, dashboards and models incorporating other client data sources
- **Unlimited flexibility** for building bespoke machine learning and data-science models



Key Benefits

FirstVision Data Platform offers a variety of advantages for issuers, with solid results demonstrated by current users:


- **Personalisation Models** – AI-enabled applications built to deliver personalised experiences
- **Churn Prediction** – Reduction in delinquent and dormant accounts by 14%
- **Acquisition Optimisation** – A 48% uplift in successful conversion from prospect to active account
- **Predicted Lifetime Value (LTV)** – Creation of a predicted LTV for each customer, which can be used throughout the organisation in key decision making
- **Marketing Mix Modelling** – Reduction of 15% spend in marketing without a drop in acquisition of new customers

A Comprehensive Solution

FirstVision Data Platform eliminates much of the time, complexity and customisation required for clients to build the data processing, cleansing, quality assurance, reporting structures, calculations and derivations needed by business teams. We provide a holistic platform that can be integrated and connected to multiple business applications.

Connect With Us

For more information about
FirstVision Data Platform:

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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.

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