

# Broadway Bank Chooses Fiserv Aperio for Business Process Management



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## Broadway Bank Chooses Fiserv Aperio for Business Process Management Solution will enhance customer service across multiple channels

**Brookfield, Wis. July 22, 2008** - Fiserv CBS Worldwide, a business unit of Fiserv, Inc. (NASDAQ: FISV), a leading provider of information technology services to the financial industry, announced today that Broadway Bank, with assets of approximately \$1.8 billion headquartered in San Antonio, has chosen Fiserv Aperio as their business process management solution. By extending a consistent and streamlined account opening process across multiple channels Aperio will enable Broadway Bank to enhance their customers' experience. Fiserv Aperio allows financial institutions to take advantage of predefined business processes or develop new ones which positively impact their customer's experiences.

"By using the Aperio platform for redesigning our key processes, Broadway Bank's new account opening procedure will be intuitive, convenient and customer friendly. It will also help the bank achieve greater efficiencies," said Tom Llewellyn, executive vice president and chief information officer, Broadway Bank. "It is extremely important to us that our customers experience responsive, personalized service whether they walk into one of our banking centers, dial into our call center or visit our website for online banking; the Aperio solution will help us to achieve this."

A dynamic business process and customer relationship management solution, Fiserv Aperio provides financial institutions the ability to view their customers' relationship holistically. By automating and integrating Broadway's business processes, Aperio tracks customer interactions and provides a consistent, quality experience for the bank's customers; this gives organizations the capability to proactively make decisions about how to proceed with their customers based on real-time data.

Another key feature of Fiserv Aperio is its adaptability and ability to support diverse business processes. Chris Bannwolf executive vice president and chief financial officer, Broadway Bank said, "The Aperio business process management solution will be adaptable to many processes therefore enabling us to continue improving them over time. With this flexibility, we expect to achieve greater customer and employee satisfaction, greater internal efficiency, and the ability to grow our business by utilizing a solution that allows us to adapt to changing market demands."

"The advantage of Aperio for Broadway Bank is its ability to integrate and manage financial services processes," said Tony Catalano, president, Fiserv CBS Worldwide. "Additionally, the solution will help to improve operational efficiency and gives them the freedom to support their desired growth."

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As a locally-owned and operated financial institution, Broadway Bank was founded in 1941 to serve the San Antonio community and has evolved from a small neighborhood bank into the largest independently-owned bank headquartered in the San Antonio metropolitan area. With approximately \$1.8 billion in assets, the highly-rated Broadway Bank and its military division, Eisenhower Bank, operate 37 locations in South Texas and the surrounding area. Visit the Broadway Bank website at [broadwaybank.com](http://broadwaybank.com) and Eisenhower Bank at [eisenhowerbank.com](http://eisenhowerbank.com) for more information.

### **About Fiserv CBS Worldwide**

Fiserv CBS Worldwide is a unit of Fiserv Inc. (NASDAQ: FISV), a Fortune 500 company that serves more than 18,000 clients in 66 countries around the world. Fiserv CBS Worldwide delivers end-to-end business and technology solutions for retail financial organizations, consumer finance institutions and credit unions throughout Europe, Asia-Pacific, Latin America, the Caribbean, Canada and the United States. Through its offices in the USA, UK, Poland, Russia, Singapore, Australia, China, Indonesia, Colombia, Costa Rica and Mexico, Fiserv CBS Worldwide enables financial institutions globally to deliver integrated solutions for managing the entire customer relationship from core banking to multi-channel customer contact and business intelligence. Fiserv CBS Worldwide can be found on the Internet at [www.fiservcbs.com](http://www.fiservcbs.com).

### **About Fiserv, Inc.**

Fiserv, Inc. (NASDAQ: FISV), a Fortune 500 company, provides information management and electronic commerce systems and services to the financial and insurance industries. Leading services include transaction processing, outsourcing, electronic bill payment and presentment, investment management solutions, business process outsourcing (BPO), software and systems solutions. Headquartered in Brookfield, Wis., the company is the leading provider of core processing solutions for U.S. banks, credit unions and thrifts. Fiserv was ranked the largest provider of information technology services to the financial services industry worldwide in the 2004, 2005 and 2006 FinTech 100 surveys. In 2007, the company completed the acquisition of CheckFree, a leading provider of electronic commerce services. Fiserv reported nearly \$4 billion in total revenue from continuing operations for 2007. For more information, please visit [www.fiserv.com](http://www.fiserv.com).

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