

Core Systems – Collaborating to Better Serve Customers

At Fidelity we place an extremely high value on collaboration with our clients to insure that our products and services consistently hit the mark based on ever-changing market conditions and needs as well as unique challenges that we all face such as the current economic downturn and the mortgage and credit crises. Our Enterprise Data Warehouse solution provides a comprehensive and sophisticated way for our clients to constantly assess and manage customer and portfolio risk. Combining this market intelligence with other tools, such as our Customer Relationship Management and Contract Tracking solutions, our clients are able to analyze customer behavior and trends in order to be prepared to take advantage of every opportunity to increase wallet share and to provide highly customized and attractive products with quick time to market. This is especially important during this time when many clients find they are experiencing a unique growth opportunity due to flight from riskier, more volatile stock market funds to safer, more predictable investments.

Many of the product enhancements that we are releasing now or in the near term are focused on operating efficiencies, whether it is to reduce the amount of effort required to open new accounts, to eliminate manual intervention required for handling exceptions or to improve collections queuing so that the riskiest accounts get the earliest attention from overburdened collectors. Also, during this time of high unemployment, many customers are turning to small business endeavors to weather tough times. Our core systems' capabilities to support sophisticated business lending and deposits as well as broad mortgage lending features are allowing our clients to expand their product offerings without waiting for new development or long-promised capabilities. Beyond the core system, Fidelity offers an industry-leading range of highly integrated products that focus on risk mitigation and fraud reduction, another unfortunate growth industry fueled by the current economic situation.

Today's technology is ever more complex yet also diverse allowing clients the ability to provide a broad range of products and services that are highly tailored to meet different market segment's desires and to customize those offers to a high degree, even to the individual customer in some cases. Key recent product innovations that are worth serious investigation that will appeal to younger customers are mobile banking in several forms as well as various means of "e-alerts" that allow customers to be automatically notified of changes or significant activity with their accounts. Often these alerts can be customized by the customer so they only see the things that they are interested in, rather than generic notifications. Of course, nothing is trendier today than any initiative or technology that can be classified as "green".

We at Fidelity believe in creating opportunities for collaboration to occur as often as possible and that these communications must include many levels of both organizations. We encourage participation in a variety of forums such as our national and regional user groups, advisory boards and topic-specific focus groups, individual meetings and strategic account reviews. Real results only come from these types of communications when there is open and honest dialogue, when real listening occurs that results in understanding and action and when both organizations highly value the interaction.



John Schooler's 30-year affiliation with financial institutions has afforded him a rich and diverse experience in the industry: working within financial industry settings, as a consultant to the industry and as a supplier of core technology. In December 2003, Schooler was named President of USERS and led this large Fiserv business unit achieving unparalleled success for three years. John joined Fidelity National Information Services as Senior Vice President leading the Realtime Systems Division in 2007. John is a regular speaker at financial industry conferences and a frequently quoted source on a wide range of technology topics in numerous trade publications.