



Press Release

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For Immediate Release

Fiserv Builds Momentum with EnAct Relationship Sales Management Solution for Banks

Brookfield, Wis., November 30, 2009 – Fiserv, Inc. (NASDAQ: FISV), the leading global provider of financial services technology solutions, today announced the signing of two charter clients for the latest version of EnAct™, an enterprise sales management solution for banks. Missouri-based Commerce Bancshares and Texas-based Broadway Bank have both licensed the new version of the EnAct solution built on the Microsoft Dynamics CRM™ platform.

“We’re thrilled to have two highly-regarded institutions partner with us as charter clients of EnAct powered by Dynamics CRM,” said David Dervish, managing principal, Customer Value Enhancement, Fiserv. “Commerce and Broadway Bank are both strong, successful institutions with reputations for true relationship banking. Their executive teams understand the value of a structured approach to sales execution and proactive relationship management. They believe in empowering their bankers with the best tools to help them serve customers and compete for new business.”

Commerce Bank, a super-community bank with nearly \$18 billion in assets and 220 branches across five Midwestern states, offers the sophisticated financial products of a large bank delivered in a high touch community bank fashion. Commerce is implementing the retail banking module of EnAct for 900 employees who serve customers, manage relationships and oversee retail branch sales efforts. Fully integrated with Microsoft Office Outlook, the EnAct solution will better equip Commerce’s bankers to recognize the bank’s most valuable customers, identify opportunities to expand relationships and attract new clients through proactive local outreach campaigns. The EnAct solution is also designed to



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provide managers and executives with vital data and tools to manage sales performance across the enterprise.

“The ability to know who the customer has talked to in another area of the bank, the ability to see their entire relationship with us and to ensure we keep our promises in our follow-up – all of those things help us to deliver the experience that our customers expect and to beat the competition,” said Chuck Kim, executive vice president of Commerce Bank. “I look at retail as the customers’ gateway to the bank. We want to leverage the EnAct solution to identify high potential customers and contact them proactively to ensure we’re meeting their needs and earning the right to expand our relationship with them.”

Broadway Bank, with more than \$2 billion in assets and 38 branches across South Texas and the surrounding area, leverage a range of Fiserv solutions and has been using an earlier generation of EnAct within its Retail Banking division for several years. EnAct supports a set of best practices and management techniques to help bankers manage local markets, an approach that has helped Broadway Bank to refine its relationship-based sales culture and grow successfully in its chosen markets.

“EnAct has been a very effective tool for us in Retail Banking. It’s central to the way we run our business,” said Shaun Kennedy, president of Broadway Bank. “We chose to embrace the new Dynamics CRM version of EnAct and extend the powerful new capabilities of the solution to our commercial, private and wealth management divisions to help us deliver ‘one Broadway Bank customer experience’ across our lines of business.”

Broadway Bank’s Retail Banking and Commercial Banking divisions have now completed the upgrade to the new Dynamics CRM version of the EnAct solution. The new version provides all the robust relationship views, contact history, needs-based profiling, referrals, sales goal dashboards and activity management features that Broadway Bank’s personal bankers already used. But now, the new version of the EnAct solution is delivered directly through Microsoft Office Outlook with an intuitive user experience and with powerful new tools for campaigns, collaboration and workflow.

The EnAct solution from Fiserv is powered by Microsoft Dynamics CRM and was designed exclusively for bankers. It combines all the capabilities and flexibility of a finely-tuned banking solution with specific profiles for Wealth Management, Commercial Banking and Retail Banking and is seamlessly integrated with Microsoft’s Office Outlook.

“Microsoft is committed to helping our customers achieve their business goals through the use of innovative financial services solutions powered by the Dynamics CRM platform,” said Tom Feher, industry market development manager, Microsoft Corporation “We are truly excited about Fiserv’s decision build their sales management solution on the Dynamics CRM Platform.”



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About Commerce Bank

Commerce Bank, N.A. is a subsidiary of Commerce Bancshares, Inc. (NASDAQ: CBSH), an \$18 billion regional bank holding company. For more than 140 years, Commerce Bank has been meeting the financial services needs of individuals and businesses throughout the Midwest region. Commerce Bank provides a diversified line of financial services, including business and personal banking, wealth management and financial planning, and investments through its affiliated companies. Commerce Bank operates in 370 locations in the Central United States. Commerce Bancshares also has operating subsidiaries involved in mortgage banking, leasing, credit-related insurance, venture capital and real estate activities. For additional information, please visit www.commercebank.com.

About Broadway Bank

Broadway Bank was founded in 1941 to serve the San Antonio community. It has evolved from a small neighborhood bank into the largest independently-owned bank headquartered in the San Antonio metropolitan area, and continues to operate as a locally-owned and operated financial institution. Broadway Bank offers a full range of sophisticated financial services including retail banking, private banking, military banking, business banking, and wealth management. With more than \$2 billion in total assets, the highly-rated Broadway Bank and its military division, Eisenhower Bank, operate 38 locations in South Texas and the surrounding area. Visit the Broadway Bank website at broadwaybank.com and Eisenhower Bank at eisenhowerbank.com for more information.

About Fiserv

Fiserv, Inc. (NASDAQ: FISV) is the leading global provider of information management and electronic commerce systems for the financial services industry, driving innovation that transforms experiences for financial institutions and their customers. Ranked No. 1 on the FinTech 100 survey of top technology partners to the financial services industry, Fiserv celebrates its 25th year in 2009. For more information, visit www.fiserv.com.

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