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## New Fiserv White Paper Outlines Immediate Mobile Payments Opportunities for Financial Institutions

BROOKFIELD, Wis.--(BUSINESS WIRE)-- [Fiserv](#), Inc. (NASDAQ: FISV), a leading global provider of financial services technology solutions, today released a white paper that provides financial institutions with a roadmap for supporting mobile payments. Titled "[The Four Pillars of Mobile Payments: Immediate Opportunities](#)," the white paper outlines how a strategic approach to mobile payments starts with the services consumers are using today.

While the market for mobile payments at the point of sale (POS) has yet to mature, there are multiple other ways for financial institutions to support mobile payments. To capitalize on the market opportunity, financial institutions should consider a strategy that encompasses the four pillars of mobile payments:

- **Paying Self** – Transfers and deposits into a personal bank account, via mobile deposit and funds transfer capabilities
- **Paying Other People** – Person-to-person payments to individuals and groups
- **Paying Billers** – Payments to a biller either through a financial institution or biller
- **Paying Merchants/Retailers** – Purchases via mobile proximity payments, cloud, or online via apps and mobile websites

Financial institutions can recognize real and immediate opportunities by delivering the mobile payment types consumers use most today -- Paying Self, Paying Other People and Paying Billers. Focusing on these pillars until mobile proximity payment offerings mature will enable banks and credit unions to attract, retain and strengthen relationships with key customer segments already heavily using the mobile channel, such as Gen Y.

In addition to immediate opportunities associated with supporting today's most prevalent mobile payment types, banks and credit unions are encouraged to invest in the future. Building out support capabilities and mapping the POS payments user experience to the design of other mobile banking transaction types could drive mobile retail payments use, putting financial institutions in a strong position. Additional perspective specific to supporting mobile payments at the point of sale can be found in the point of view paper, [Preparing for The Fourth Pillar of Mobile Payments: Payments to Merchants and Retailers](#).

"Due to their trusted relationship with consumers, financial institutions have a distinct advantage over non-bank competitors as the mobile banking and mobile payments user experiences converge," said Ginger Schmeltzer, senior vice president, Emerging Payments,

Fiserv. “Banks and credit unions that offer mobile deposits and transfers, and that facilitate mobile payments to billers and individuals, will position themselves successfully as the provider of choice for mobile retail payments.”

More information can be found in the white paper, available here: [www.fiserv.com/fourpillars](http://www.fiserv.com/fourpillars).

#### **Additional Resources:**

- “Preparing for The Fourth Pillar of Mobile Payments: Payments to Merchants and Retailers,” point of view paper - [www.fiserv.com/mobilepaymentsPOV](http://www.fiserv.com/mobilepaymentsPOV)
- “Breaking the Mobile Banking Glass Ceiling,” white paper – [www.fiserv.com/mobile-adoption](http://www.fiserv.com/mobile-adoption)
- “Next Generation Mobile Banking: Transactions Increase Potential ROI,” white paper – [www.fiserv.com/mobile-ROI](http://www.fiserv.com/mobile-ROI)

#### **About Fiserv**

This year, Fiserv Inc. (NASDAQ: FISV) celebrates 30 years of leadership in financial services technology. As one of FORTUNE® magazine's World's Most Admired Companies, Fiserv is helping clients worldwide achieve best-in-class results by driving innovation in payments, processing services, risk and compliance, customer and channel management, and business insights and optimization. For more information, visit [www.fiserv.com](http://www.fiserv.com).

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