

December 16, 2024



Fiserv Launches Clover in Brazil

The platform is positioned to transform business in Brazil, offering advanced tools to streamline operations, enhance efficiency, address challenges between systems and manage multiple acquirers.

São Paulo, December 16, 2024 – [Fiserv, Inc.](#) (NYSE: FI), a leading global provider of payments and financial services technology, recently announced the launch of Clover in Brazil. The first multi-acquirer ecosystem to launch in the market, Clover is designed to help businesses grow and manage their operations through a comprehensive suite of solutions.

In Brazil, Clover offers a unique value proposition, combining *all-in-one* payment solutions that replace current terminals or PinPads at the counter, native applications and a marketplace of systems and automation from Fiserv's local software partners (ISVs), aiming to improve management, increasing operational efficiency, and enhancing the customer experience. Additionally, the ecosystem integrates seamlessly with [SiTef® \(Intelligent Electronic Funds Transfer Solution\)](#), Brazil's leading payment hub.

"With Clover, we have ushered in a new standard of payments experience which changes the dynamics of the point of sale. It is Fiserv's response to retail demands, and we challenge the market to reach new possibilities with an ecosystem that delivers real value," says Jorge Valdivia, General Manager for Brazil at Fiserv. "We are bringing financial technology that has achieved global success to enable the growth of Brazilian companies."

Fiserv introduced Clover in Brazil with local market challenges in mind, including the management of multiple suppliers and the navigation of complex tax systems. Many local retailers grapple with reconciling sales data manually, particularly for cash or Pix transactions, which can hinder cash flow management and reduce focus on sales.

For this reason, Clover offers the Centraliza app, which reconciles transactions based on the acquirers' statements and the insertion of sales data made with other payment methods. As a multi-acquirer, Clover allows merchants to choose the financial institutions and card brands that best suit their business needs, all through a single device.

The Clover Web Dashboard lets store owners track sales for single stores or across multiple locations. They can manage customer information for discounts and promotions, and monitor staff performance to create reward programs. All reports and tools are safely stored online and available anytime, anywhere.

Remote customer support means faster help without waiting for in-person visits, including system training. Clover keeps growing with new apps, automated features, payment options, and hardware based on what businesses need.

Clover's new products are easy to set up and wireless, with a modern look. Two models are now available in Brazil: Clover Flex and Clover Mini. These products work great for many businesses, including stores, parking lots, event companies, pharmacies, restaurants, delivery services, beauty salons, and gyms.

About Fiserv

Fiserv, Inc. (NYSE: FI), a Fortune 500 company, aspires to move money and information in a way that moves the world. As a global leader in payments and financial technology, the company helps customers achieve the best results through a commitment to innovation and excellence in areas such as account processing and digital banking solutions; processing of card issuers and network services; Payments; e-commerce; acquiring and processing business; and the cloud-based business management and point-of-sale platform Clover®. Fiserv is a member of the S&P 500® Index and has been recognized by Fortune® with the title of World's Most Admired Companies™ in nine of the last 10 years. Visit [fiserv.com](https://www.fiserv.com) and follow social [media](#) for more information and the latest company news.