

April 3, 2013



## **Swipe to See Your Account Balance with Groundbreaking Bank of the West Mobile Apps, Built on Mobiliti from Fiserv**

- Quick Balance feature is part of the all-new Bank of the West mobile apps for iPhone and Android, built on Mobiliti from Fiserv
- First of its kind capability enables customers to access their account balances with just the slide of a finger
- Apps also support in-demand functions such as bill payment and check deposit

BROOKFIELD, Wis.--(BUSINESS WIRE)-- [Fiserv](#), Inc. (NASDAQ: FISV), a leading global provider of financial services technology solutions, today announced that Bank of the West, a \$63 billion asset bank with locations in 19 Western and Midwestern states, has launched new apps for iPhone®, Android® and iPad®, each of which is built on the Mobiliti™ mobile banking and payments platform from Fiserv. Among the highlights of the iPhone and Android apps is the Quick Balance feature, which enables enrolled users to access their balances with the slide of a finger, without logging into their accounts. The feature is the first of its kind for a North American bank.

According to the 2012 Fiserv Consumer Trends Survey, 25 million U.S. households are using mobile banking. Viewing account balances is the number one activity among users, with 66 percent saying they viewed their account balance on their mobile device within the last 30 days.

"We couldn't be more pleased with customer feedback to our new mobile platform," said John Finley, senior vice president, Digital Channels, Online & Mobile Banking, Bank of the West. "Since the launch of the apps and the Quick Balance feature, we've doubled the number of Bank of the West registered mobile banking users and had a three-fold increase in log-ins per day."

In addition to standard mobile banking functionalities, such as account information access and an ATM and branch locator, each of the apps from Bank of the West features secure transactional capabilities such as bill payment, funds transfer between Bank of the West accounts and the ability to deposit a check remotely by taking a picture with a smartphone or tablet. The bank is using best practices such as videos and well-trained branch staff to educate customers on the new mobile app capabilities.

"Bank of the West has put its customers first with the design of new mobile banking apps that are ahead-of-the-curve with convenience features such as Quick Balance," said Erich Litch, division president, Digital Channels, Fiserv. "Quick Balance is a direct response to

consumers' preference for easier and faster access to account information. Providing the capabilities that consumers want, and making them easy to access and use, is essential to increasing adoption and usage of mobile banking."

In addition to Mobiliti, Bank of the West, a Fiserv client since 2002, utilizes Corillian Online<sup>®</sup>, CheckFree<sup>®</sup> RXP<sup>®</sup>, Popmoney<sup>®</sup> and TransferNow<sup>®</sup> from Fiserv. The bank is also leveraging Fiserv mobile adoption services to increase mobile adoption and utilization.

### **About Bank of the West**

Founded in 1874, \$63 billion-asset Bank of the West ([www.bankofthewest.com](http://www.bankofthewest.com)), member FDIC and equal housing lender, offers a wide range of personal, commercial, wealth management and international banking services. The bank operates more than 700 retail and commercial banking locations in 19 Western and Midwestern states. Bank of the West is a subsidiary of BNP Paribas, which has a presence in 80 countries with nearly 200,000 employees.

### **About Fiserv**

Fiserv, Inc. (NASDAQ: FISV) is a leading global technology provider serving the financial services industry, 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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Source: Fiserv, Inc.