



FIS Enterprise Customer

Next Generation Relationship Banking

FIS Enterprise Customer (EC) provides a comprehensive view of crucial customer and arrangement information by either storing it within the database, or retrieving and aggregating it from the underlying systems of record in real time. The result is a complete, enterprise-wide customer view, improving access to customer and arrangement information and allowing your bank's customer service representatives (CSRs) and your customers to have the necessary data to manage their total financial relationship.

Enterprise Customer provides a holistic approach, a 360-degree view – enabling your bank to offer outstanding levels of service.

360-degree Customer Management and Insights

EC is the FIS next generation centralized customer information management and repository solution. It securely consolidates, unifies, maintains and distributes customer data across multiple channels to provide holistic customer information through a single, enterprise-managed view. With services-based, message-based and batch-based integration capabilities, EC seamlessly integrates into the processing and data ecosystem of the financial entity. Institutions with existing legacy customer management solutions can implement EC as a value-add solution that allows for the evolutionary migration of legacy systems to the next generation FIS platform.

FIS combines critical capabilities into a single platform:

- Enterprise Customer Information Management
- Core and Companion Product Components
- Comprehensive API Inventory to support solution capabilities

Key Functional Areas

- Customer Information Management
- Customer Insight/Sales
- Regulatory Compliance
- Customer/Contact Preferences
- Data Quality/Governance
- Enterprise Access and Reliability

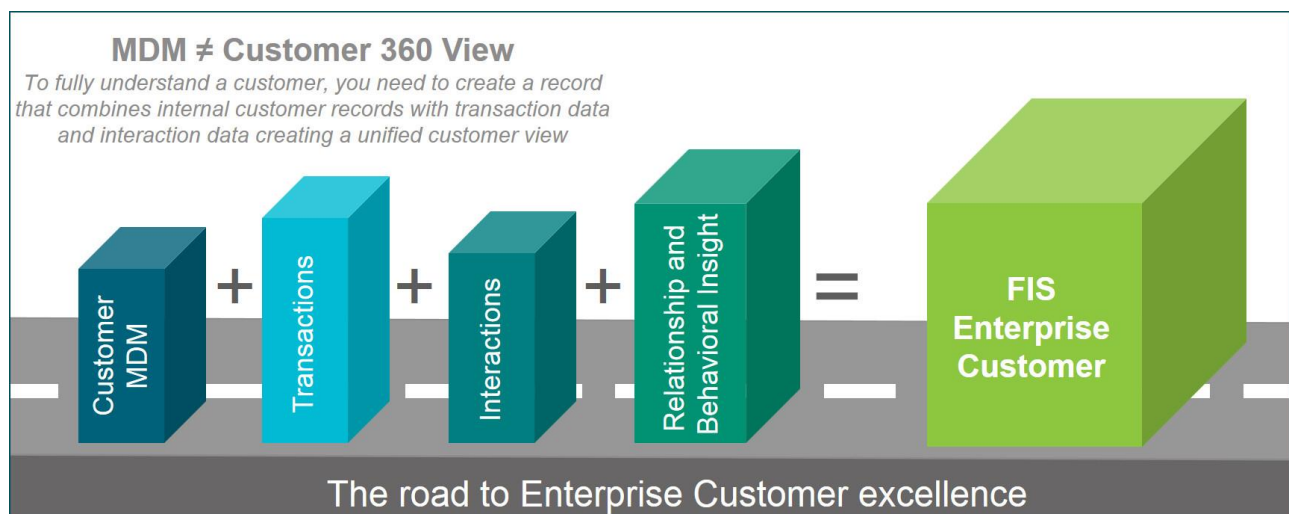
Key Attributes

- Multi-tenant
- Hosted or Licensed
- Customizable
- Extensible
- Technical Openness

Built for Modern Banking

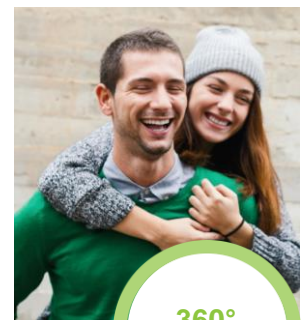
EC is built for modern banking. It is not a master data management (MDM) solution, but rather an operationalized customer MDM solution based on the Financial Services Data Model (FSDM). As a result:

- EC eliminates customer data silos with open API access to a complete trusted customer view with real-time operational efficiency to support all channels and banking cores.
- The extensible data model incorporates enriched customer information beyond MDM and core data.
- Extended attributes enable custom data to be incorporated, without the added cost of development and risk associated with deployments.



The Benefits Are Many

- Enables digital banking and provides consistency across digital channels
- Communicates the “single version of truth” regarding all customer data
- Provides a 360-degree view of the customer’s total banking relationship (across products and channels)
- Improves the consistency, speed and depth of customer-driven marketing and sales activities
- Supports cross-sell data analysis and improved execution of promotions, new product introductions and customer communications
- Supports Know Your Customer (KYC) requirements
- Enables streamlining and centralizing of business processes associated with gathering, certifying and managing customer data (e.g., KYC, regulatory, risk and compliance, etc.)

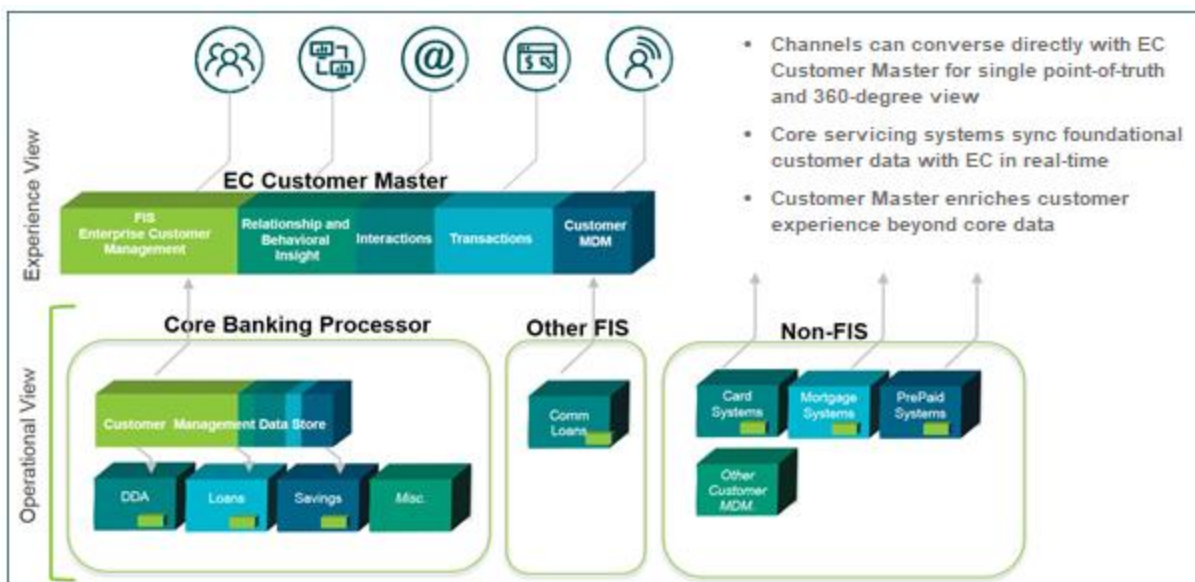


FIS Enterprise Customer

- Simplifies a wide variety of business processes and operations that rely on valid customer information
- Enables the institution to tailor products and services to match the financial needs, lifestyle and life stage of each customer and household
- Enables the financial entity to define valid Points of Contact (POC) for customers (i.e., direct mail, email, phone, social media, text) and each customer can specify his or her preference
- Facilitates and shapes “Channel Experience Management” specific to servicing and retention strategies in order to drive predictive behavior

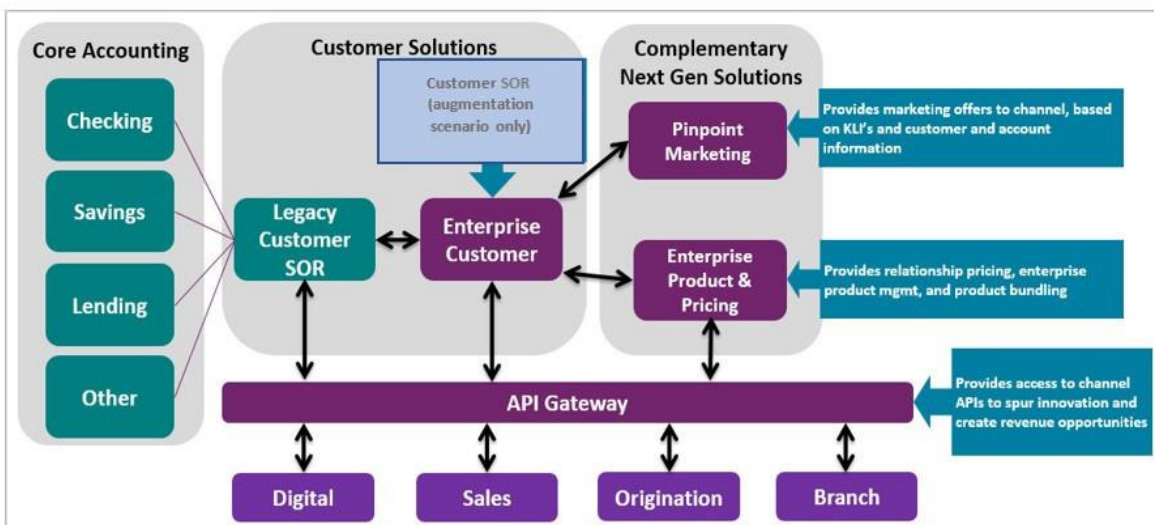
Key Functional Areas

- **Customer Information Management** – EC allows customer information for all involved parties to be managed and maintained through any combination of user interface, real-time service-based operations, near-real-time message-based operations, and periodic/daily batch operations.
- **Customer Insight/Sales** – EC’s capabilities and data can be leveraged to support and/or drive marketing and sales efforts and support revenue-generating activities.
- **Customer/Contact Preferences** – EC enables the financial entity to create/track two Point of Contact (POC) preferences for each of five POC types per customer. Customers can also access and maintain their preferences in a singular and consistent way.
- **Data Quality/Governance** – EC’s functionality and technology ensures that your institution’s customer data is always accurate, timely and secure.
- **Enterprise Access and Reliability** – EC ensures that accurate customer data is available 24/7 to the systems and people that need it, and provides full audit logging of all service activity, batch processes and transactions.
- **U.S. Regulatory Compliance** – EC facilitates U.S. regulatory requirements and standards placed on financial entities to manage and control customer acquisition and validation processes.



Customer Experience

The following diagram illustrates the relationship between EC and other next generation solution components. Information about the customer and their account is sent from the system of record to EC, which can then provide a single, consolidated source of information for the customer. Other next generation products, such as Pinpoint Marketing and Enterprise Product & Pricing, can use data extracted from EC to fulfill their processing requirements. For example, Pinpoint Marketing can use EC data to determine which marketing offers to present to a customer. The Enterprise Product & Pricing application can use customer data to implement product bundling and relationship pricing. Optionally, an existing customer system of record could feed EC some or all customer information similarly.



Architecture

The EC architecture provides componentized web administration and a servicing user interface (UI) framework designed to integrate with existing core administration and servicing functions in all deployment models. The technical design features a Service-oriented Architecture (SOA) for financial entities that choose to leverage FIS capabilities in an outsourced, hosted or on-premises delivery model.

Contact Us



www.fisglobal.com

twitter.com/fisglobal

getinfo@fisglobal.com

[linkedin.com/company/fisglobal](https://www.linkedin.com/company/fisglobal)