

FIDELITY Data Services



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Enterprise Integration Solution



*Proven Solutions.
Powerful Vision*

Building Lasting Partnerships

Fidelity Information Services (Fidelity), a division of Fidelity National Finance is helping financial institutions to provide their customers with a seamless, high-quality banking experience by integrating all customer touch points. Fidelity's Data Services solution is positioned as a stand alone enterprise integration offering, that provides immediate relief to a financial institution's data access needs and fulfill their Customer Relationship Management (CRM) objectives.

REGULATORY changes, industry consolidations, and disruptive technology are transforming the financial services industry, spurring companies to innovate as they compete for customers and asset share. In this environment of intense competition, financial institutions recognize the need to effectively manage their customer relationships. They would like to offer high-touch, high-value services to a broader customer base, through a variety of products and across multiple business organizations.

This new service model requires institutions to develop a comprehensive view of their customers, where business processes and customer data are shared across the enterprise and is supported by a consistent technology platform. This ability to merge applications with core system's customer data allows organizations to present a common face to the customers.



A successful enterprise integration allows financial institutions:

- **Introduce new products and services based on customer preferences, and dynamically react to customer demands**
- **Increase loyalty and retention rate by building deeper customer relationships**
- **Enhance branch customer service and cross-selling opportunities**
- **Differentiate from other financial services providers**

Beyond Data Access: Data Services

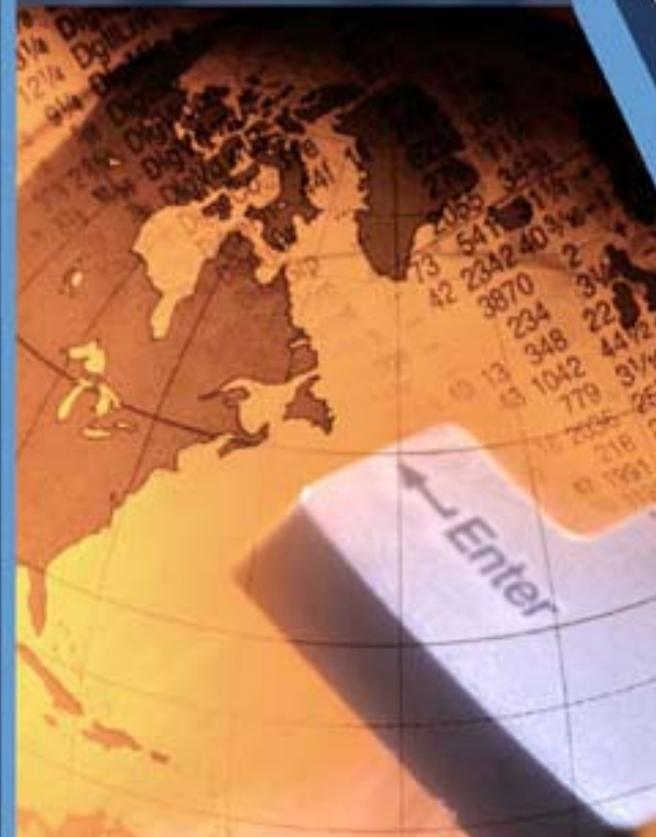
DATA SERVICES is an enterprise wide data access solution that provides immediate, tactical results in data integration needs. While managing connectivity in a single location, Data Services allows common data interface between front-end systems and host applications. This enterprise wide solution improves data integration and better manages the flow of information across channels, thus making effective use of the systems you already have.

Data Services is a natural integration layer that wraps around Fidelity's existing connectors – ACE and DataBroker. It allows financial services organizations further flexibility to add other connectors as part of their integration efforts. Furthermore, Data Services provides data without concern as to how it is accessed.

DATA Services is an enterprise solution that allows data integration without massive re-engineering of current architecture and mid-tier applications. With the deployment of this technology, an institution can align multiple channel solutions and present the same data regardless of method of access. This eliminates the need to build and maintain multiple systems and infrastructures, resulting in significant cost savings.

Data Services is an enterprise data access solution that allows financial institutions to:

1. Achieve immediate results in data integration needs
2. Provide real time, up-to-date data access across a variety of channels
3. Make effective use of existing systems by better managing the flow of information across channels
4. Support business decisions and processes by capturing task level data and user focused information
5. Deliver process level integration through Business Service's customized logic
6. Greater flexibility, configurability, and scalability to address data access needs



Data Services: Enterprise Integration Solution

Data Services simplifies connectivity and enables real-time, dynamic flow of information across the extended enterprise with security, flexibility, and speed of implementation.

DATA Services platform is an enterprise superstructure that allows reengineering of business processes and operational improvement while easily interfacing with core applications



The Data Services integration platform can help you realize the benefits of the next generation of integration:

Reduced cost of integration

Custom-built solutions or integrating data with third-party tool kits, are expensive and time consuming. With Data Services, clients can benefit from established and proven integration into host applications as well as future product enhancements.

Faster time to market

Data Service's non-intrusive, standardized, high performance adapters, for integrating core system data, can save up to 50% of data integration development time.

Lower operational risk

Single access to common components insulates existing interfaces against changes. This means, new technologies can be easily assimilated without adversely affecting the integration network or significant additional investments.

Deliver a customer centric experience

The Service Oriented Architecture (SOA) promotes consistency across channels and applications. This enables institutions to present a 'same face' to the customer regardless of the channel being used.

Process level integration

Business Service's customized logic allows better integration with current business practices.

Cost effective solution

Through configurable data access solutions that are specific to the clients needs, institutions buy only the data that they need.

Simpler and less expensive application maintenance

Data Services delivers more functions being performed by less code and fewer components are affected by change.

Service Oriented Architecture

ONE of the most important properties of Data Services is its component-based architecture that allows it to use and reuse software components to create business solutions. This architectural approach leverages the commonalities of the applications, standardizes processes, and makes data available across the enterprise. The Data Services platform was built on a Web service-based solution. The platform was designed with a service-oriented architecture, built to seamlessly integrate applications, and provide data across channels.

Fidelity is using a secure approach to implementing Data Services.

Data Services is similar to component based architecture with one important difference - Data Services incorporates Fidelity's core application functionality as part of the distributed application

Data Service's process driven approach enables organizations to dynamically adjust to business changes with minimal impact, and allows management of business processes to enable process optimization.

True Independence:

- Platform independent, developed in JAVA
- Common integration interface that can be called using several different payloads and protocols
- Uses HTTPS with SOAP XML file format
- Support client or application specific SOAP format
- Supports large number of interfaces and protocols, J2EE 1.3.1 compliant

Features:

- **Transact multiple services in a single request**
- **Client administered consolidated logging controls**
- **Ability to support multiple versions by user, channel or organizational structure**
- **Centralized host access credentials for all integrated systems**
- **Support of multiple protocols and schemas**
- **Meta-data defined configurable Data Services**
- **Extensibility between core application connectivity and distributed applications**
- **Ability to horizontally scale integration for high volumes**

Why FIDELITY Information Services ?

Fidelity Information Services, a division of Fidelity National Financial, with customers in more than 50 countries and territories, provides information processing management, outsourcing services, professional consulting services and application software to the financial, mortgage and telecommunications industries.

Fidelity Information Services' systems and supporting business processes are at the foundation of some of the world's most successful financial services organizations. Forty-eight of the top 50 U.S. banks and 17 of the top 25 mortgage companies rely on Fidelity Information Services products and services. More than one-third of the total dollar volume of outstanding U.S. consumer loans, including mortgages, is processed on Fidelity Information Services' software applications.



Because we build lasting partnerships!

