

# OnWindows client case study

## Banking technology provider reaches further with *Finance on Windows*

Fiserv CBS Worldwide is a unit of Fiserv, delivering end-to-end business and technology solutions for retail financial organisations, consumer finance institutions and credit unions throughout Europe, Asia Pacific, Latin America, the Caribbean, Canada and the United States. The company enables almost 300 financial institutions to deliver integrated solutions for managing the entire customer lifecycle, from core banking to multi-channel customer contact and data warehousing.

Fiserv CBS Worldwide has been working with *Finance on Windows* magazine since the beginning of 2006, having recognised the potential the publication offers for accurately targeted brand exposure. "The decision to advertise in *Finance on Windows* was easy," says Patrick Millard, Director, Marketing Communications at Fiserv CBS Worldwide. "Fiserv CBS Worldwide views the magazine as a highly respected publication that is thoroughly entrenched in one of our target markets. It is generally at the forefront of issues we want discussed in the market and has been a great tool to get our message to our market. Currently, we work with *Finance on Windows* by advertising in the magazine, contributing content for editorials and interviews, and sponsoring the *Finance on Windows* Partner Guide."

Throughout its engagement with the magazine, Fiserv has been offered the opportunity to showcase its expertise and publicise its successes via several means:

- Adding its voice to discussions on industry's hot topics
- Supplying thought leadership articles authored by Fiserv executives – both in the magazine and the partner guide
- Publishing customer success stories in the Profiled section
- Contributing news stories to both the printed magazine and its online presence, onwindows.com.

Engaging with *Finance on Windows* has enabled Fiserv both to reach its target

*"Finance on Windows has helped us in achieving our marketing and advertising goals"*

Patrick Millard,  
Director, Marketing Communications,  
Fiserv CBS Worldwide

audience and to strengthen its alignment with Microsoft. "As a technology company that creates business solutions for our clients, it is very important that Fiserv CBS Worldwide is able to speak to a vast audience about our products and the benefits that we can provide," continues Millard. "The ability to deliver this message in conjunction with Microsoft, a partner that we greatly value, provides an invaluable opportunity for our organisation. This alliance allows us to increase our brand awareness, educate professionals about our products and



### CLIENT

Fiserv CBS Worldwide

### SECTOR

Financial services

### BRIEF

Fiserv CBS Worldwide wanted to increase awareness of its products and services among a large, targeted audience through advertising and discussion of industry issues, and to deliver its message in conjunction with Microsoft.

### DESCRIPTION

Fiserv CBS Worldwide delivers end-to-end business and technology solutions for retail financial organisations, consumer finance institutions and credit unions across multiple geographies..



services and deliver our unique message to our target market. *Finance on Windows* has been the perfect vehicle to meet each of these desires."

The success of *Finance on Windows* as a marketing tool lies in the variety of options for participation – from advertising to contributing editorial, as well as additional presence in the *Finance on Windows* Partner Guide. "*Finance on Windows* provides a myriad of opportunities to leverage our Microsoft relationship," says Millard. "Our ability to advertise, to target specific markets and to contribute to the partner guide all offer plenty of opportunities to place our brand alongside where the Windows brand exists. Additionally, we have been happy to contribute our thoughts, via interviews and press releases, to the magazine and its readers."

The long-standing relationship between Fiserv CBS Worldwide and *Finance on Windows* is a product of the close working relationship between the company and the Tudor Rose team. "These

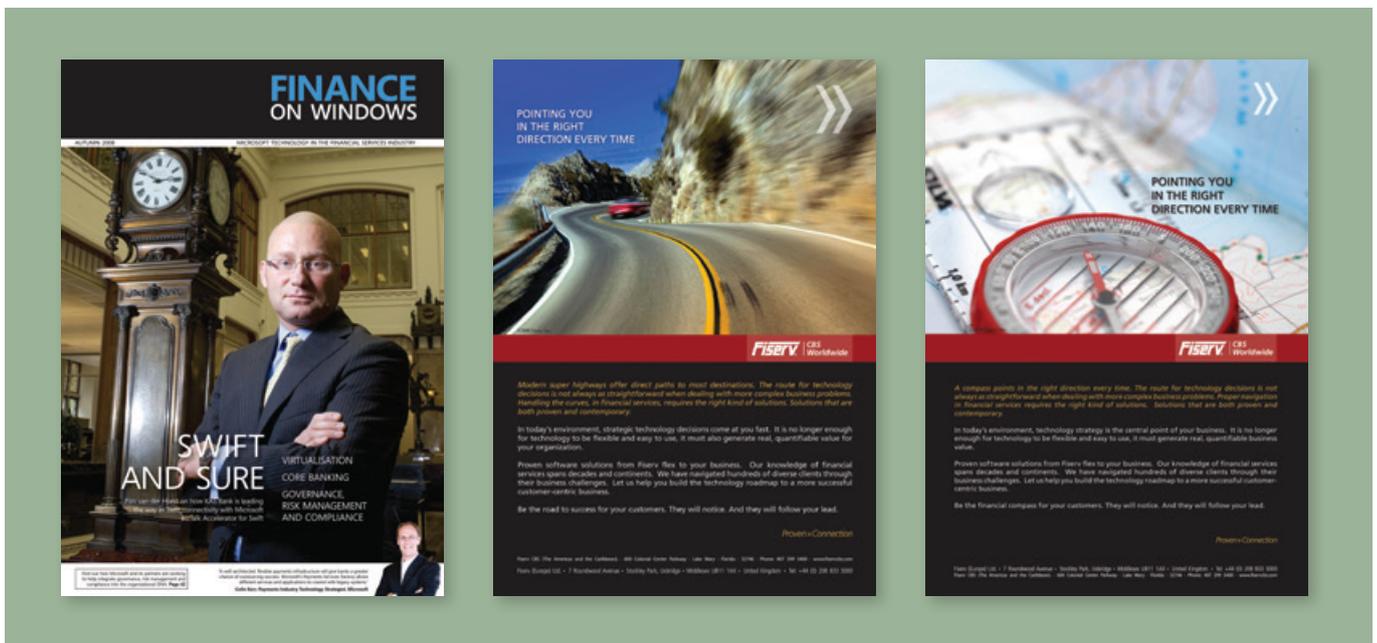
## "Finance on Windows provides us with a myriad of opportunities to leverage our Microsoft relationship."

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Fiserv CBS Worldwide

opportunities would not have existed without the professional Tudor Rose team," says Millard. "The staff have always been extremely helpful, responsive and professional, making it easier to sustain our relationship."

Overall, Fiserv CBS Worldwide has found significant value in *Finance on Windows*. "The relationship has undoubtedly helped us to increase our brand awareness and educate the market about our products and services," says Millard.

With this positive record as a foundation, the company's engagement with *Finance on Windows* and its associated website and partner guide looks set to continue for some time. "*Finance on Windows* has helped us in achieving our marketing and advertising goals, and we will continue to leverage this valuable marketing tool to reach our target audience," concludes Millard. "I would highly recommend this publication to any Microsoft partner organisation seeking to communicate to the EMEA financial services market place."



For more information on promoting your business in Microsoft customer magazines or to find out how Tudor Rose can help you to market your business, please contact Toby Ingleton, director: [toby.ingleton@tudor-rose.co.uk](mailto:toby.ingleton@tudor-rose.co.uk)

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