

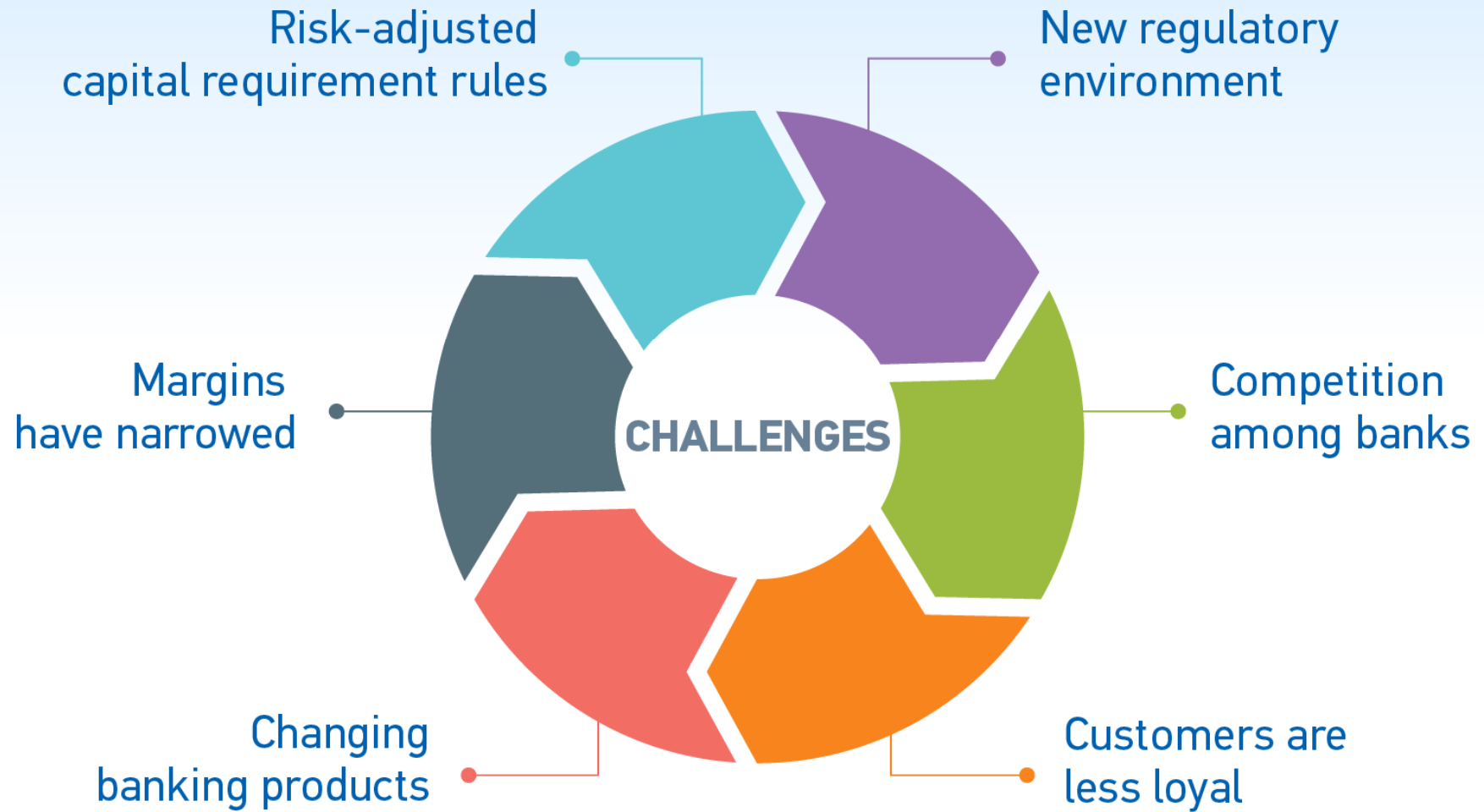


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BANKING
SOLUTIONS

*Leveraging Analytics
to Manage Performance*



These factors have converged to further elevate the challenge for banks to manage Performance along several dimensions:



Business Intelligence Projects



Fewer than 30% of business intelligence projects meet the objectives of the business

- **Lack of BI Strategy**
- **Vague Scope**
- **Lack of Accountability**
- **Lack of Ownership**
- **Lack of Execution**



Packaged approach guarantees results

A single analytics pre-packaged platform for the Financial Sector

Eliminate projects complexities

No need to burden with disparate data, business rules / definitions, delivery platforms

Expandable

Performance Management Solution (BPM) is your starting point. Analytics extensions can be added at any time:

- KPIs
- Customer Analytics
- Credit Scoring / LDPD
- Campaign Analytics
- ...

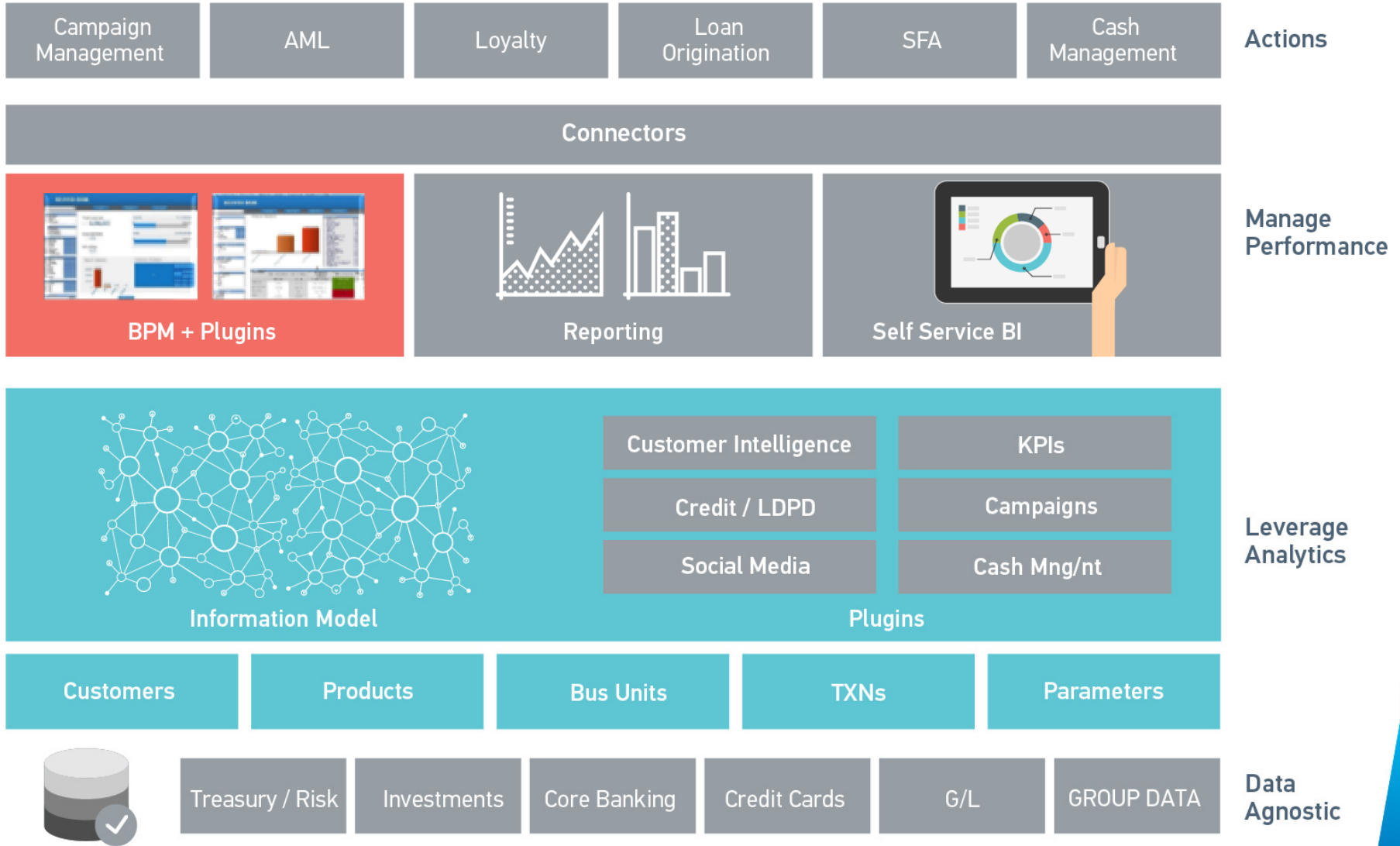
Evolutionary methodology for Performance Management - Analytics extensions can be added at any time:

- Customer Clustering / Profiling / Segmentation
- Next Best Action
- Social Media Analytics
- Credit Scoring / LDPD
- Cash Managements
- ...

*From Analytics to
Actions, in a single platform*









Advantages of Profits Performance :

- 1** Modular approach focused on “start small think big”
- 2** Tangible deliverables
- 3** Proven Information Model – Best Practices
- 4** Collaborative Environment
- 5** Drives business insights to **actions**



COMPONENTS

Admin Control

Advanced ETL
Parallel Execution
Graphical UI

Business Model

Business Areas / KPIs
Sophisticated Security
Collaboration

Managed Deployment

State-of-the-art GUI
In memory
Cluster Architecture



- 1** Associative Analysis
- 2** Focus Areas of Analysis - KPIs
- 3** State of the art technology
- 4** Collaborative Framework
- 5** Sophisticated Security Schemes

What do Customers use BPM for?

- 1 Customer Insights – Cross/Up Selling
- 2 Financial Product Analysis
- 3 Branches Benchmarking
- 4 KPIs (NPL, C/S, Liquidity)
- 5 Monitor Liquidity
- 6 Transactions Analysis





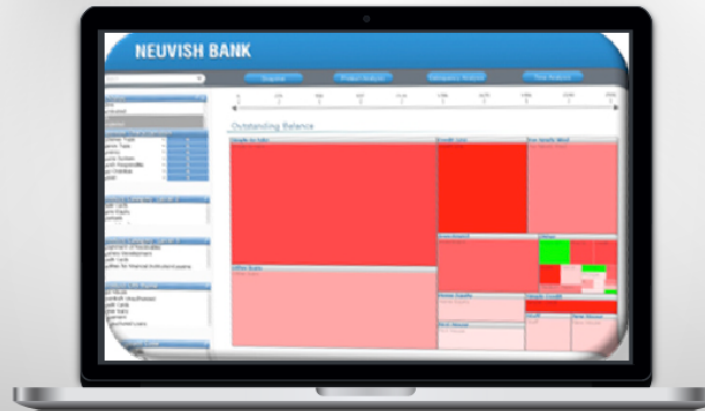
Holistic Approach -
One Version of Truth for:

- CEO, CFO, Retail, Treasury, HR,...
- Business Analysts
- Branch Network
- Marketing

Based on Banking
Business Information &
Analytical Models



BI Platform that
guarantees the
deliverables



Risk Free

**Time
to value**

In 6 Months

Product Analysis

- Deposits
- Loans
- Investments
- Insurance

Interest Rate Analysis

Restructures Analysis

Insurance Contracts

Delinquent Analysis

FTP Product
Profitability

Liquidity Analysis

Branch Contributions

Fund Maturity Analysis

What-if Analysis

Segmentation
Analysis

Customer
Delinquency Analysis

Customer
Relationships
Analysis

Campaign
Analysis

Customer
Investment Profile

Demographic
Analysis

Cross Sell –
Up Sell Analysis

Customer
Profitability

Branch Office
Scorecards

Customer Attrition
Analysis

Organization
Unit Profitability

Next Best Offer

Customer Behavior

Individual
Customer Profile

What-if Analysis

Transaction Analysis <ul style="list-style-type: none">■ Type■ Channel■ Instrument	Branch Network Planning	Trend Analysis
	Response Times	Cash Flow Analysis
	Transaction Type Analysis	Transaction History
Customer Interaction Analysis	Employee Productivity	Liquidity Analysis
Customer Loyalty	Channel Efficiency	What-if Analysis



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*THANK YOU
FOR YOUR TIME*