



SALES | RETENTION | CANNIBALIZATION

FLOWTRACKER ANALYTICS INC.

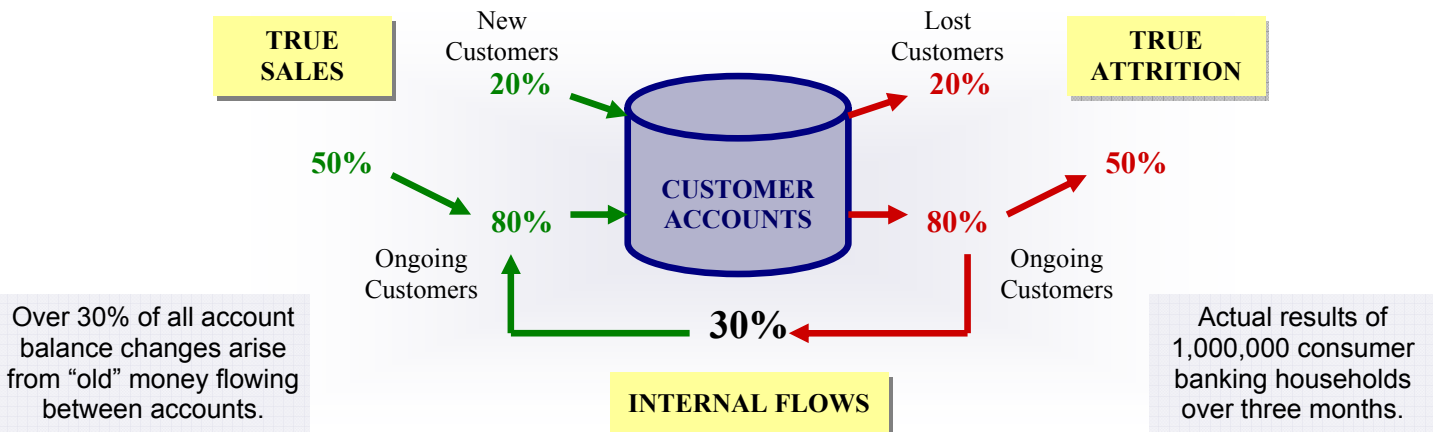
MEASURE WHAT YOU MANAGE

The problem:

Focusing field resources on acquiring new money and curbing attrition of balances. Internal competition for balances among product and geographic silos diverts motivation from actions that grow your deposit and loan portfolios. Cannibalization dilutes sales and retention effectiveness with false leads.

The solution:

Separate new and lost money flows from money moving between business unit, branch and product silos.



The FlowTracker solution is...

a repeatable process that derives and classifies flow of funds information from account balances precisely and efficiently with a minimum of set up and maintenance cost.

**VISIT THE FLOWTRACKER ANALYTICS WEBSITE
FOR SOLUTION INFORMATION AND DEMONSTRATION VIDEOS**



FLOWTRACKER ANALYTICS INC.

measure what you manage...

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Flow of funds is the heartbeat of day-to-day bank management...

Management is anchored in having the right performance indicators...



...clean metrics that separate new and lost business from money moving between business units, branches and products.

FlowTracker solution advantages...

- ✓ **Precise and efficient**
 - Over 7 years of business logic development
 - Verifiable output in every dimension
 - Highly scalable, fast processing runtime
- ✓ **Repeatable process**
 - Run on any cycle – day, week, month...
 - Can backfill history as far back as data available
- ✓ **“Thin” data requirements**
 - Spot balances
 - Product, Branch, Account, Customer ID
- ✓ **“Add-on” solution to existing platform**
 - No new languages or databases
 - Fits with your data mart or warehouse
 - Fits with your SAS installation
 - Fits with your reporting and analysis tools
- ✓ **Minimal maintenance cost**
 - Core business logic is unchanged by introducing new products and services
 - Business rules are easily entered and verified
 - Open code for loading data and exporting results

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