

Financial Services Analytics & Visualization

THE SPEED OF REAL-TIME AVAILABILITY, THE POWER OF INFORMATION AND THE PROFIT FROM BETTER BUSINESS DECISIONS

Many Financial Services Institutions are Drowning in Their Own Data.

Scenario Systems helps banks and financial institutions see people for what they are: valuable assets with needs, demands, and preferences that should be met by any successful bank.

Geospatial technology has a long history of adoption in the banking industry. Banks and financial institutions have diversified and now offer extended services and customer offerings.

Geospatial technology is now recognized as the must-have tool for improving customer geodemographic and market analysis to maximize asset return and improve the accuracy of investment forecasts of the customer segment or market area. It is now also considered to be invaluable to institutional operations and core financial services planning. Those that invest in greater use of geospatial technology and analysis have the potential to lower exposure to risk; reduce operations costs; and increase profits per customer, branch, territory, or region.

Regulatory requirements mean that many financial institutions are already paying to spatially enable their data. In the United States, the Community Reinvestment Act and other legislation requires financial institutions to produce periodic reports that are geographically focused.

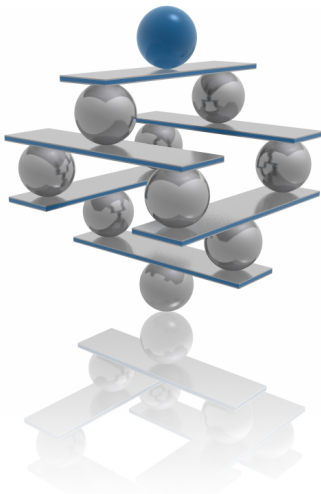
By converting this textual information into interactive maps and spatial analysis, banks and other financial institutions can improve understanding of their customer base, identify untapped submarkets, and better align or balance

business resources to commercial opportunity.

Many organizations have made compliance reporting a focal point for greater profit focus and improved risk management. The geographic data that is vital for compliance documentation can also supplement and improve a financial organization's territory management strategy and customer profiling projects.

The five key strategies for improved business performance with geospatial technology are:

- Improving trade area understanding
- Turning intuition and observation into evidence and qualified scorecards
- Responding more effectively to market trends
- Gaining insight into what is happening within and between different market segments and how that impacts segments and the operational network
- Defining core target segments and under-exploited niches. "Slice and dice" customer interaction by geography and territory to define submarkets and expose potential areas of operation or risk. Prioritize and market these opportunities.
- See the big picture yet understand detail. Gain the geographic advantage by understanding the hierarchy of markets and the way these interact across branches, regions, or the nation. Explore and examine competitive influences and identify business expansion applications.



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**Spatial Analytics in
Financial Services**

**Sales Patterns & Market
Histories**

**Analysis of Profit Model
Inefficiencies**

Audit Conducting

Fiduciary Regulations

Fiduciary Regulations

**Risk Management and
Analysis**

Regulatory Compliance

**Business Continuity
Planning**

**Asset and Facilities
Management**

Operation Management

•Apply geospatial intelligence across multiple business functions. Leverage the investment in data or customer transactions, demographic profiling, and economic and social change to provide greater intelligence for decision making and business planning.

Introducing Spatial Analytics

Scenario System's spatial analytic and visualization solution that improves the accuracy of data; empowering retailers with information so they can make more informed decisions, gain a competitive advantage, strengthen customer and vendor loyalty, and improve profitability.

Scenario Systems provides a lifeline for these companies by improving your understanding of risk, customer interaction, and economic conditions using spatial models based on geography and geodemographics. files, cannot happen fast, if at all, using the leading mapping solutions.

Eliminating Islands of Technology through Data Independence

Alteryx integrates files, data formats, and query transactions with all leading enterprise database and data type standards, delivering solutions that are data and country-independent. This feature provides simple, unifying access to all specialized and potentially isolated data environments. A new global freedom from technological constraints

ensures that your corporate, market and industry analyses can work with the data you need from any location.

Controlling Data Quality While Boosting Analytical Performance

As data moves through an organization, the consequences of data sharing often lead to the unintentional corrupting of data quality, restricting corporate information flow and making it too selective to paint a true picture of your business. Scenario Systems brings the full power of data quality functions to bear in the very process of analysis and reporting.

The speed, flexibility, and scalability with which data quality techniques can be deployed using Scenario Systems, also enable the quick and easy sharing of more enterprise data within as single, consistent business process analysis environment.

Supplying Accurate, Award-Winning, Global Intelligence

Whether providing valuable industry, geographic, demographic, socio-economic, and consumer behavior data; or working with our clients and their proprietary customer or prospect data to deliver key information in the best possible format, Scenario Systems will deliver the right solution for the job to data users throughout your enterprise.



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