Smart Analytics You Can Bank On

The new age of data is transforming business, and financial institutions are grappling with growth and profitability challenges – in large part due to the increasingly competitive nature of the financial-services industry. Customers have become more powerful and demanding, and capitalizing on market opportunities is no easy feat. Neither is transforming into a customer-focused, data driven business. But it has never been more crucial.

That's why there's SmartBanker.

SmartBanker harnesses the vast information financial institutions collect on customers, markets, products, sales, service, and financial performance to give you a comprehensive, 360-degree view of customer behavior and profitability. With SmartBanker, you get the up-to-date strategic and tactical insights that enable you to make sound and timely decisions – and help you maximize results.

That's how you get data to drive your business.

SMARTBANKER'S COMPREHENSIVE CAPABILITIES INCLUDE:

- Sophisticated, integrated analytics across customers, channels, products and markets

- Online analytical processing (OLAP) to create ad-hoc, multi-dimensional analysis and delve into business drivers and performance

- Propensity models to improve targeting and marketing ROI

- Profitability analysis and management reporting to measure and track business results across customers, products, and channels

- Campaign management tools to design and automate prospecting, targeting, cross-sell and up-sell programs.
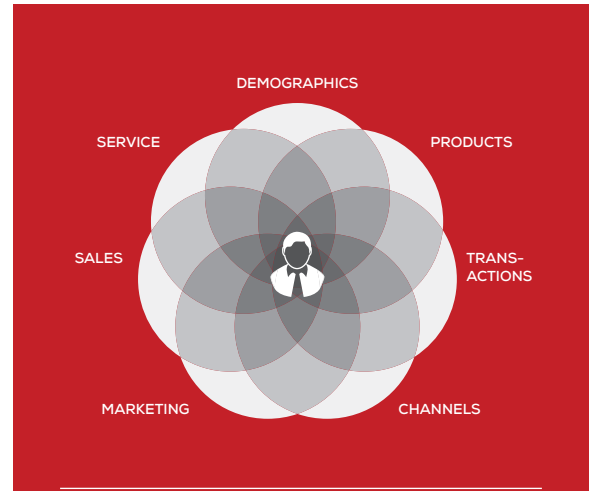
SmartBanker Helps Improve Results Quickly

SmartBanker gives you a comprehensive understanding of the performance of critical revenue drivers – customer value, product, channels, sales, and marketing – and the power to quickly put insights into action with marketing automation tools. And since it was built specifically for banking institutions, SmartBanker can be implemented without the need for extensive IT support or an existing data warehouse, making it more cost-effective than other solutions.

Critical insights = Peak Performance

SmartBanker intelligently synthesizes customer and market-facing data from core transactional and operational systems, touch points, and external sources to provide actionable insights that improve results. Full integration of data from multiple sources enables extensive, multi-dimension, and time-based analytics – from executive level summary reports to extensive, detailed analysis.

SmartBanker's sophisticated and easy-to-use analytics include:

- A powerful OLAP engine with drag and drop capabilities to create a multi-dimensional view of customer, product, and channel

- Custom slice-and-dice analysis of critical business metrics, including pre-built key performance indicators (KPIs)

Knowledge that Enables Results

- Identify your most valuable customers

- Determine which customers are costing you money and which have the potential to be profitable

- Drill into marketing results to understand what characteristics differentiate buyers from non-buyers

- Understand the performance of your sales organization.

SmartBanker
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Uncover Critical Insights

- Who are your most valuable customers? Where do they live? How do they transact?

- Which segments are the most profitable?

- How much of each product and where was it sold in a given period of time?

- Which marketing activities and channels drove results and through which sales channels?

- Who are your most effective sales people?

- Which campaigns are most effective?

- How do different activities drive profit?

- And many more.

- Profitability analysis to understand customer and channel value – and identify high value or high potential segments

- Propensity models that apply statistical modeling and artificial intelligence to identify next best products and improve targeting.

Custom Reporting Tools to Track Performance

SmartBanker's dashboards and reports make it simple to track campaign results, understand customer profitability, monitor channel performance, and examine sales outcomes. Its reporting capabilities allow you to:

- Quickly review business performance, trends, and profitability with summary dashboards

- Track sales and marketing campaigns, with drill-down, live reports

- Increase accountability with custom key performance reports that can be easily built using SmartBanker's 100 banking-specific KPIs, including application funding rate, customer retention rate, delinquency rate, average products per customer, and more.

Put Your Strategy Into Action

SmartBanker doesn't just show you insights. It allows you to act on them. With its marketing-automation and campaign-management capabilities, responding to opportunity is easy and fast. It includes vital customer-targeting and campaign-management capabilities to easily segment customers, create marketing programs, measure results, and optimize your marketing spend.

SmartBanker lets you:

- Get going right away with pre-built campaigns such as onboarding, new homeowners, maturing auto loans, and more. Or create custom marketing programs using extensive targeting and campaign tracking features

- Import a specific marketing list, or choose point-and-click targeting to use a variety of criteria to create a list, including demographics, behavior, product usage, credit risk, custom segments, propensity models, and more

- Stay on top of marketing programs with real-time tracking and marketing analytics.

And, SmartBanker integrates with leading CRM software to help you execute marketing and sales programs and to enhance results reporting.

Design custom campaigns

Create marketing lists

Run analytics

Put SmartBanker to Work for You

SmartBanker can be implemented quickly, so you reap the benefits sooner. Built on a sophisticated banking data model, SmartBanker eliminates dependence on expensive technology resources, reduces the monetary investment required, and shortens the time typically required to implement business analytics.

Get started quickly and incrementally increase the scope and amount of data you analyze as your organizational capabilities increase. With SmartBanker, within weeks, you can have actionable analytics, pre-built campaigns, profitability analysis, and reporting.

SmartBanker is available in two delivery options — from the cloud (as a subscription service) or locally deployed (perpetual license) — to meet the business and technical needs of your organization. SmartBanker also comes with business and technical support from RedPort International to further shorten implementation timelines and maximize platform payback.

Make the Move Today

SmartBanker was built specifically to bring proven, customer-management best practices to small and mid-sized banks and credit unions. With SmartBanker, you can:

- Improve acquisition and cross-selling results with a deeper understanding of how to manage customers to achieve sales success

- Improve the efficiency and performance of your delivery channels by empowering managers with the information they need to make smart business decisions

- Drive accountability with timely tracking of sales and marketing performance

- Perform actionable analysis on profitability drivers and uncover new market opportunities

- Achieve marketing automation with the tools to segment your customers, develop successful campaigns, and track and optimize results.

TO BEGIN YOUR TRANSFORMATION TO A DATA-DRIVEN, CUSTOMER-FOCUSED ORGANIZATION, **CALL US AT +1 (844) 473-3767 TODAY** AND PUT SMARTBANKER TO WORK FOR YOU.