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### Highlights:

- Helps increase revenue from existing customers and the total retail customer contribution margin
  - Enables better decision making with real-time analytics to predict liquidity and customer profitability
  - Enables a better understanding of customer needs to deliver offers that are more relevant and personalized
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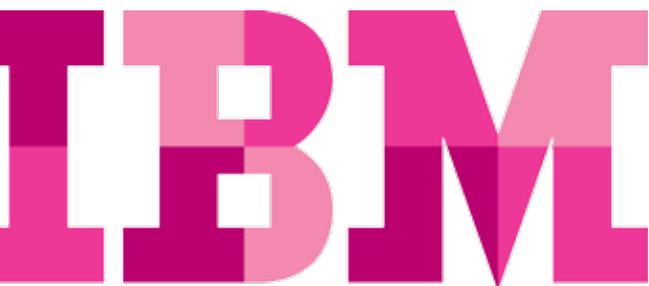
## Smarter analytics for banking

*Transforming your enterprise through a single view of the customer*

In this post-crisis marketplace, transforming from the status quo is critical to the profitability of banks and financial institutions. Banking customers today are more demanding and less loyal. Competition is intensifying as global banks fight for market share in emerging markets, and growth slows in mature markets. Banks need to uncover critical insights to differentiate and drive profitability in this environment. In essence, banks must think like retailers and operate as low cost manufacturers to achieve success.

- Who are our most profitable customers and what's their lifetime value?
- What will retain a customer who is considering switching banks?
- How can our loan officers control risk at the customer and transaction level?
- How can we prevent fraudulent transactions before they happen?

With IBM Smarter Analytics for banking, you can see how your institution is performing at all levels. Bring together data from each of your divisions, product lines and applications, and apply advanced analytics to better understand your customers, products, services, risks and performance across all banking functions. You can create a customer-focused enterprise that attracts and retains the most profitable customers.



## Consolidating customer data to enable actionable insights through analytics

Creating a more customer-centric strategy is predicated on having customer segment or individual customer data available, using the data to understand the behaviors and profitability of customers or groups of customers, and then to create strategies and plans that maximize the institution's success. With IBM Smarter Analytics banks can consolidate customer data, understand customer segments and individual customers, and set and monitor specific targets that improve segment profitability:

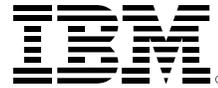
- Customer segment reporting, analysis, dashboards and scorecards let managers see at a glance how individual customers and customer segments are performing across measures such as customer profitability, customer lifetime value, risk grade and products most likely to be purchased next. Banks can also identify the customers and customer segments to target for product or service initiatives, based on the performance of past initiatives.
- Predictive analytics lets you get deeper understanding into what individual customers will want and when. This helps banks set strategies to acquire new customers, reduce churn and retain the best customers, up-sell and cross-sell more products and services, segment customers more accurately and increase the lifetime value of each customer.
- Initiative planning lets you perform what-if analysis and plan marketing initiatives by product within customer segments.

## Identifying business value using our approach

With IBM Smarter Analytics for banking, banks can tap into vast amounts of customer data, create real intelligence on behavior, revenue streams and profitability by customer or groups. They can empower segment managers to report on and analyze profitability down to customer or household. Banks can also more effectively plan sales and marketing initiatives and monitor the success of plans and initiatives to feed information gained back into the process, creating a closed-loop cycle for continual performance improvement.

## Why IBM?

IBM's Smarter Analytics for banking brings together thousands of experienced strategy, analytics, and technology experts and consultants across the globe to help organizations realize their analytics potential. IBM's services, along with our advanced research group and leading portfolio of top flight analytics software, deliver comprehensive, leading edge business analytics solutions across industries and functional areas for many of the world's top organizations.



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