



 **INTRASOFT**
INTERNATIONAL

BANKING
SOLUTIONS



To stay ahead in a competitive marketplace, you need to spot trends and make informed decisions quickly.

With Profits Performance, you can gain access to the reliable, timely information that drives better decisions. While there are any number of decisions to make, they depend on answers to three fundamental questions:

How is your financial institution doing?

A gauge of the most critical indicators for your bank.

Why?

The ability to dig deeper into current issues to understand what led to the results.

What should you be doing?

The facility to set plans, allocate resources, monitor them and adapt.

Intrasoft International implements a five-point methodology when successfully implementing its analytics-driven Banking Performance Management System.

- 1 Focus on the biggest Opportunities first
- 2 Start with the Questions, not data
- 3 Embed Insight to drive Action
- 4 Keep existing capabilities while adding new ones
- 5 Build the new analytics foundation according to an information agenda

Profits Performance is a pre-packaged solution, enabling your bank to adapt quickly to changing markets, operate more efficiently and continue to pursue growth, both in terms of financially and market share acquisition, leveraging the sophisticated insight into operations, risk and customer relationship.

Why use Profits Performance?

Because it can help your bank to get Smarter by embedding Analytics to transform Insight into Action.

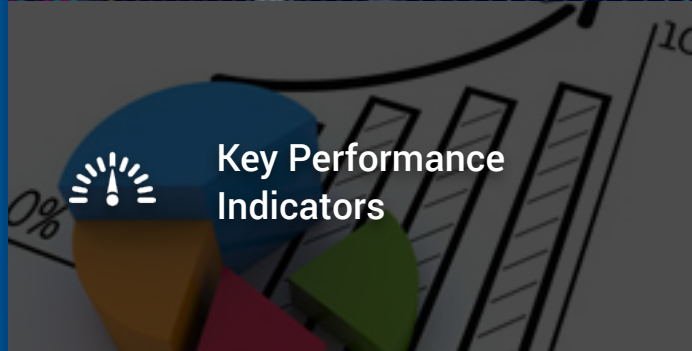
By incorporating Profits Performance into strategic and tactical decision making processes, the Bank get access to best practices that the solution literature inherits. Profits Performance with its end-to-end capabilities can help develop a superior performance...



The Blueprints for Profits Performance Management System cover the following critical areas:



Data Extraction



Key Performance Indicators



Reporting



Root Cause Analysis



Integrated Solution



Cost Efficiency

No matter what your core banking systems are, Profits Performance is a ready-made solution, built to integrate efficiently with host systems, in order to add value to your exploration and insight capabilities. It is tailored and...

Financial analysis

- Product Analysis
- Outstanding Analysis
- Account Balances
- Loan Analysis
- Investment Arrangement Analysis
- Insurance Product Analysis
- Structure Finance Analysis
- Liquidity Analysis
- Fund Maturity Analysis
- Non-Performing Loan Analysis
- Interest Rate Risk Analysis
- Credit Risk Analysis
- Debt Restructure Analysis
- Insurance Risk Profile
- Product Profitability
- What-if Analysis
- Branch Office Scorecards



Customer analysis



- Campaign Analysis
- Cross Sell Analysis
- Customer Attrition Analysis
- Customer Behavior
- Customer Delinquency Analysis
- Customer Investment Profile
- Customer Profitability
- Channel Profitability
- Location Profitability
- Organization Unit Profitability
- Wallet Share Analysis
- Individual Customer Profile
- Involved Party Exposure
- Marketing Segmentation
- Market Basket Analysis
- What-if Analysis
- Branch Office Scorecards
- Up Sell Analysis
- Demographic Analysis

Customer Behavioral

- Transaction Volume Analysis
- Customer Interaction Analysis
- Customer Loyalty
- Branch Network Planning
- Branch Office Utilization
- Response Times
- Transaction Type Analysis
- Employee Productivity
- Channel Efficiency
- Trend Analysis
- Cash Flow Analysis
- Transaction History
- Liquidity Analysis



With integrated plans, Profits Performance reporting, analysis, and performance metrics, you can dramatically improve your understanding of the organization. And this improves your ability to make timely and informed decisions that improve operations, increase sales and drive profitable growth.

Profits Performance is a remarkable system. It fluently uncovers your hidden insights and gives you directions for your future, either by identifying your most important and profitable customers or by preparing your next marketing campaign. It enables your business users to become experts in banking performance management. This is achieved by its:

Now performance monitoring, analysis and reporting can be integrated into one seamless experience.

From CEO, CFO and Treasury to frontline operation managers, the uncertain economy has highlighted the necessity and the benefits of making and sharing informed decisions. BPMS easily offers this capability and provides collaboration to new levels.

Associative Structure

Areas of Analysis

KPIs

Standard Reporting –
Collaboration

Sophisticated
Security Schemes

Admin Control

Advanced ETL

Managed Deployment

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Our Locations

