



Fusion Analytics

Turn Data Into Action

Personalize service and reach more of the market with powerful insights.





Using data in business

Good business begins with a clear view inside-out and outside-in

The key to overcoming today's challenges and exposing opportunities is access to account holder relationships, behaviors, propensities and performance.

Data isn't going away anytime soon. In fact, the ability to access, gauge and make decisions from data is arguably the pivotal differentiator in businesses that thrive from those that merely survive.

Data is underutilized in banking

For many banks and credit unions, data remains an underused and under-appreciated asset. The ability to use quantitative data to shape business decisions and outcomes has become a key source of competitive advantage as consumers demand more qualified information and expect more personalized experiences. It is critical for financial institutions to be able to segment clients based on needs, channel propensity and potential value.

Can you answer these questions?

- How well do you know your account holders?
- Who is your true demographic?
- What services and products attract your market?
- How do your account holders spend and save money?
- What will their next purchase be?
- How important is data and smart marketing in your strategic plan?
- Do you have a way to aggregate data to identify market and account holder needs and gain wallet share?

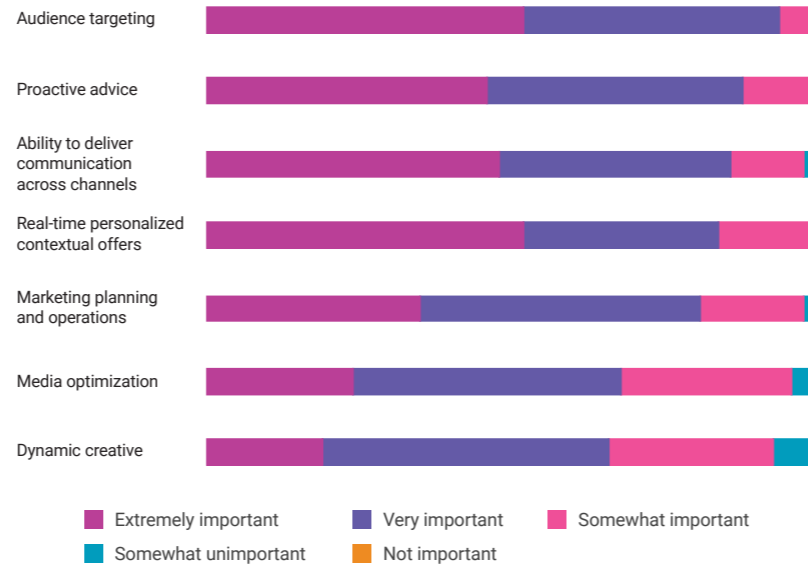
Business analytics is no longer a luxury

The new reality is that having business analytics is no longer a luxury, but a necessity in a world where fintech start-ups are beginning to steal wallet share away from banks and credit unions. Upcoming generations without deep-rooted loyalties to the traditional banking institution are flocking to the highly digitized and customized offerings of fintech companies. Instead of walking into your branch, they can get a loan from LendingClub, open a savings account with Digit or send money abroad via Facebook. Banking, as we know it, is undergoing a huge paradigm shift.

Optimizing data is within reach

The use of data is within the reach of community banks and credit unions – most have vast amounts of data, collected over years of operations. This data is how community banks and credit unions can innovate and compete in a fast-moving world. But to make that happen, these financial institutions need to acquire or optimize their ability to gain actionable insights from their massive data stores.

Importance of using advanced analytics in marketing over the next three years



Source: Digital Banking Report Research.
<https://thefinancialbrand.com/81992/data-analytics-ai-marketing-customer-experience-banking-trends/>



b1Bank uses Fusion Analytics to drive new programs and identify opportunities for growth

Providing a personalized account holder and consumer experience is not just a good idea in today's world, but a necessity. With Fusion Analytics, b1Bank's Misty Albrecht, is now able to bring data together to not only make strategic decisions that promote growth and profitability, but also provide insights into who their clients are.



Case study of b1Bank using Fusion Analytics to drive new programs

Engage with Fusion Analytics

Fusion Analytics makes your data actionable

Fusion Analytics provides data researchers, marketing professionals and the C-Suite the ability to identify and approach your target market for specific marketing campaigns, profitability and strategic planning.

With a fully integrated inward look at key performance indicators, Fusion Analytics can pinpoint where the best opportunities for deposit and loan acquisition lie, identify performance by branch or region and show which products are performing or need help.

Fusion Analytics takes the guesswork out of real-time data compilation and analysis.

Data loading and processing

- Combine first and third-party data
- Cleanse data
- Collect disparate data

Dashboard and key insights

- Extrapolate insights
- Visualization of data and insights
- Comparison and cost reduction benchmarking

Campaign management

- Develop, execute and analyze campaigns
- Track ROI and trends
- Segment and target new and existing account holders
- Optimize omni-channel marketing

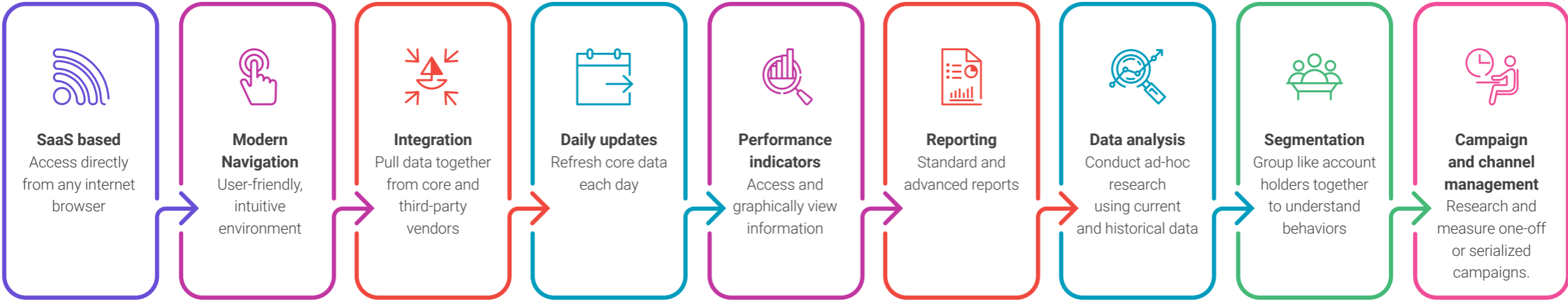
Third party data

- Merge data from multiple silos and repositories
- Layer on machine learning and artificial intelligence

Machine learning enabled

- Get recommendations from predictive and prescriptive analytics
- Use machine-driven life-stage segmentations
- Personalize product promotions for account holders

Take control and stand out. Fusion Analytics features and functionality let you get information when you want, how you want.



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Finastra is unlocking the power of finance for everyone by creating a platform for open innovation in the world of financial services.



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About Finastra

Finastra is building an open platform that accelerates collaboration and innovation in financial services, creating better experiences for people, businesses and communities. Supported by the broadest and deepest portfolio of financial services software, Finastra delivers this vitally important technology to financial institutions of all sizes across the globe, including 90 of the world's top100 banks. Our open architecture approach brings together a number of partners and innovators.

Together we are leading the way in which applications are written, deployed and consumed in financial services to evolve with the changing needs of customers. Learn more at finastra.com

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