

INSIGHT ON DEMAND

GET THE INSIGHT THAT DRIVES OPPORTUNITIES AND RESULTS — WITHOUT THE RISK, INVESTMENT, OR LEAD TIME.

- ◆ Does your bank or credit union have a clear strategy for retaining and growing its customer base, core deposits, and fee income?
- ◆ Are you effectively targeting the right customers?
- ◆ Do your current reporting capabilities facilitate effective business decisions that drive profitability?
- ◆ Are you able to get the information you need, when you need it?
- ◆ Have you invested in a data warehouse solution but find it isn't producing the insight you expected?
- ◆ Are you able to leverage current customer data on a timely basis?
- ◆ Are you confident that your organization is well-positioned to strengthen its competitive position?
- ◆ Do you know how other banks and credit unions are utilizing and managing customer data and reporting?
- ◆ Are expensive, time-consuming processes standing in the way of your ability to develop strategic insights?

EQUIP YOUR ORGANIZATION TO ACT.

Banks and credit unions must be able to generate accurate, timely data and identify opportunities in order to make effective decisions that drive:

- ◆ Customer acquisition and retention
- ◆ Core deposits and loan growth
- ◆ Fee income

Today's environment not only places unprecedented pressure on banks and credit unions to achieve these imperatives—it demands that they act quickly and decisively to do so.

Often, though, the information that institutions need to identify opportunities and make critical decisions resides in many disparate systems. Producing timely, actionable insight can require a significant investment of dollars and time—time that you may not have.

With limited resources focused on critical issues, core competencies, and day-to-day operations, many financial service institutions will need to look to outside service options for help in leveraging their data to support sound business decisions.

NOT JUST REPORTS, BUT VALUABLE INDUSTRY EXPERTISE

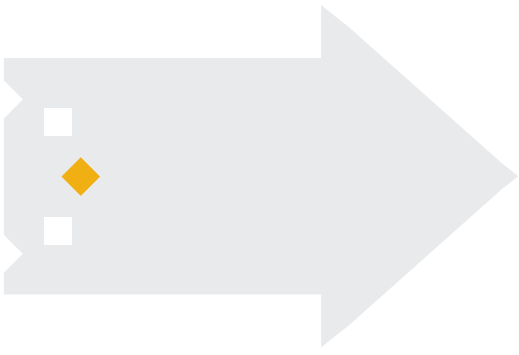
If your bank or credit union wants to improve business insight, talk to West Monroe Partners.

WMP™ has created Insight On-Demand, an innovative subscription service that provides financial institutions with a comprehensive analysis of their customer base—without the risk, required investment in resources (human and financial), and long lead times normally required to build these capabilities in-house.

Insight On-Demand combines the latest technologies with our proven analytical capabilities to access, synthesize, and analyze your data and develop action-ready recommendations. But, this service doesn't just produce reports without the usual expense and lead-time required; it provides you with the insight of experienced financial services consultants who:

- ◆ Understand and have worked in your industry.
- ◆ Can analyze complex data and interpret the findings.
- ◆ Identify your organization's greatest opportunities for revenue growth or expense reduction.
- ◆ Assist your management team in identifying appropriate strategic actions based on the analyses.

WMP™ is an international, full-service business and technology consulting firm focused on guiding organizations through projects that fundamentally transform their business. With the experience to create the most ambitious visions as well as the skills to implement the smallest details of our clients' most critical projects, WMP™ is a proven provider of growth and efficiency to large enterprises, as well as more nimble middle-market organizations. Our more than 250 consulting professionals drive better business results by harnessing our collective experience across a range of industries, serving clients out of offices across the United States and Canada.



TAILORED TO YOUR NEEDS AND OPERATIONS

Insight On-Demand uses a “cloud” based data warehouse to house and integrate client data in a single platform that allows our analysts to build reports that are unique and meaningful to your operations. This is how it works:

- ◆ You provide **WMP™** with access to data files from your core transactional systems.
- ◆ **WMP™** loads the data into our proprietary data models and enriches the data, as necessary, using third-party sources.
- ◆ We use carefully developed processes and systems to ensure that your data remains secure and confidential.
- ◆ Our experienced financial services analysts perform quantitative analyses that leverage established financial and statistical models.
- ◆ Armed with insight developed from these analyses, **WMP™** works with your management team to identify actions—both high-level and specific—that provide your organization with the greatest potential benefit or return. This includes periodic meetings and reporting packages tailored to your needs.
- ◆ Finally, we help you measure the results of these initiatives and adapt your strategies over time.

MAKE THE MOST OF YOUR OPPORTUNITIES

Insight On-Demand doesn't just deliver analytics; it delivers a team of dedicated financial services professionals with the ability to help you turn that insight into new opportunities.

Imagine having access to the type of information typically available only to the largest banks—those that have invested in sophisticated in-house reporting capabilities and resources—and having the ability to:

- ◆ Pay for the service only when you need it.
- ◆ Leverage our deep industry knowledge and experience.
- ◆ Focus resources on areas that offer the greatest return potential.
- ◆ Benchmark progress and take timely corrective action.
- ◆ Improve efficiency.
- ◆ Focus your limited resources on core operations.

That's Insight On-Demand from West Monroe Partners.

Business in the Right Direction. Go West.

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