

Tech Talk 3:
Empowering FIs With Real-World Insights and Industry Experience to Determine the Best Fintech and Technology Partners

Elia Blankenship

RSM US LLP

#FXT24



Using data to drive earnings boost

FI Insights

Tech talk

May 14, 2024



opportunity
The world's most valuable resource is
no longer oil, but data



The current landscape

There is no “one-stop shop” when it comes to data management within the banking industry. Often information is hard to find or doesn’t give a full picture with all the details needed for banking institutions to execute on strategy.

Current challenges

Financial institutions today face common obstacles that limit their ability to retrieve and use data to improve the customer experience and increase wallet share. These obstacles include:



Limited access

Insufficient access to the data you need to make better decisions.



Siloed systems

Distribution of data across siloed systems from multiple vendors.



A fragmented view

An incomplete view of your customer.



Lack of quality control

Inconsistent quality in core system data and a lack of relationship-level data.



Inadequate resource management

Lack of resources/skills to organize and access data in your systems.

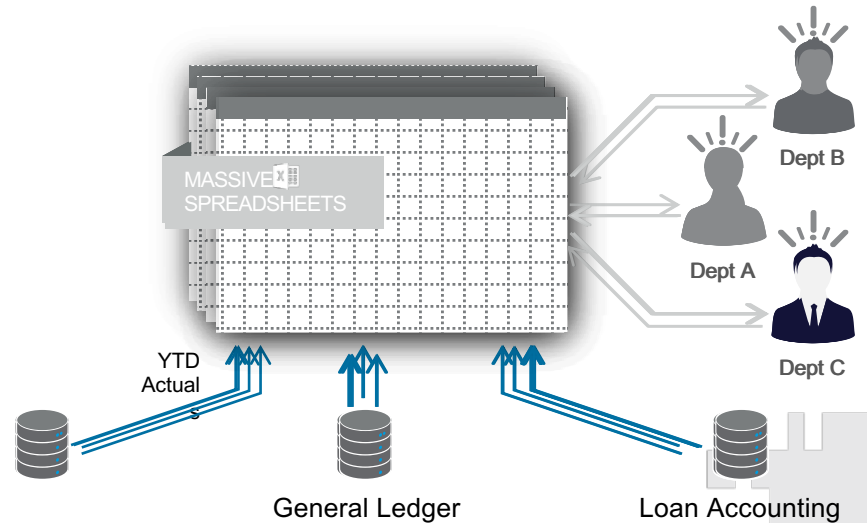
What level of data do we have today?

Different stakeholder needs

Issues

- We rely on standard system reports and GL extracts for financial reporting.
- We have a data warehouse and can perform and conduct ad-hoc data mining on our core system data.
- We have a fully functioning data team that provides real time data across bank application silos through management dashboards and reporting.
- We are able to analyze customer, product and channel trends and model scenarios to test strategies.
- We have access to peer results to identify opportunities that could work in our markets.

Tools



Enable focus on making data-driven decisions to improve institutional performance

Why data matters



- Institutions are utilizing tools to harness both internal and external data to drive real-time decision-making and improve performance.
- Data analytics platforms have been developed for institutions and some are being designed to allow banks to deploy solutions with minimal internal IT.

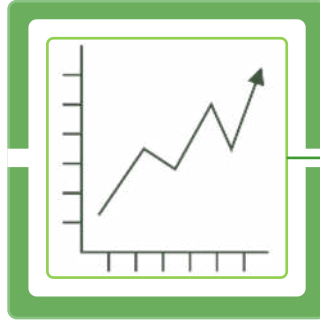
Maturing your analytics capabilities

Product development and personalization



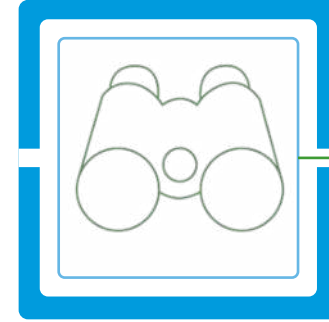
Banks are using advanced data analytics to help create new products and services, as well as improve existing products. For example, in retail, banks are using analytics focused on customer transaction data to personalize product offerings and tailor specific insights.

Product tendency



Advanced data analytics applications can consolidate and analyze customer data from multiple sources to be used to segment customers and related channel distribution, which in turn can boost product performance, improve sales and manage production costs.

Intelligent forecasting



Banks are using advanced analytics to analyze their past opportunities, successes, misses, win rates and other criteria to create a recommended forecast and provide insights that help their retail teams take actions that improve sales strategies and increase wins.

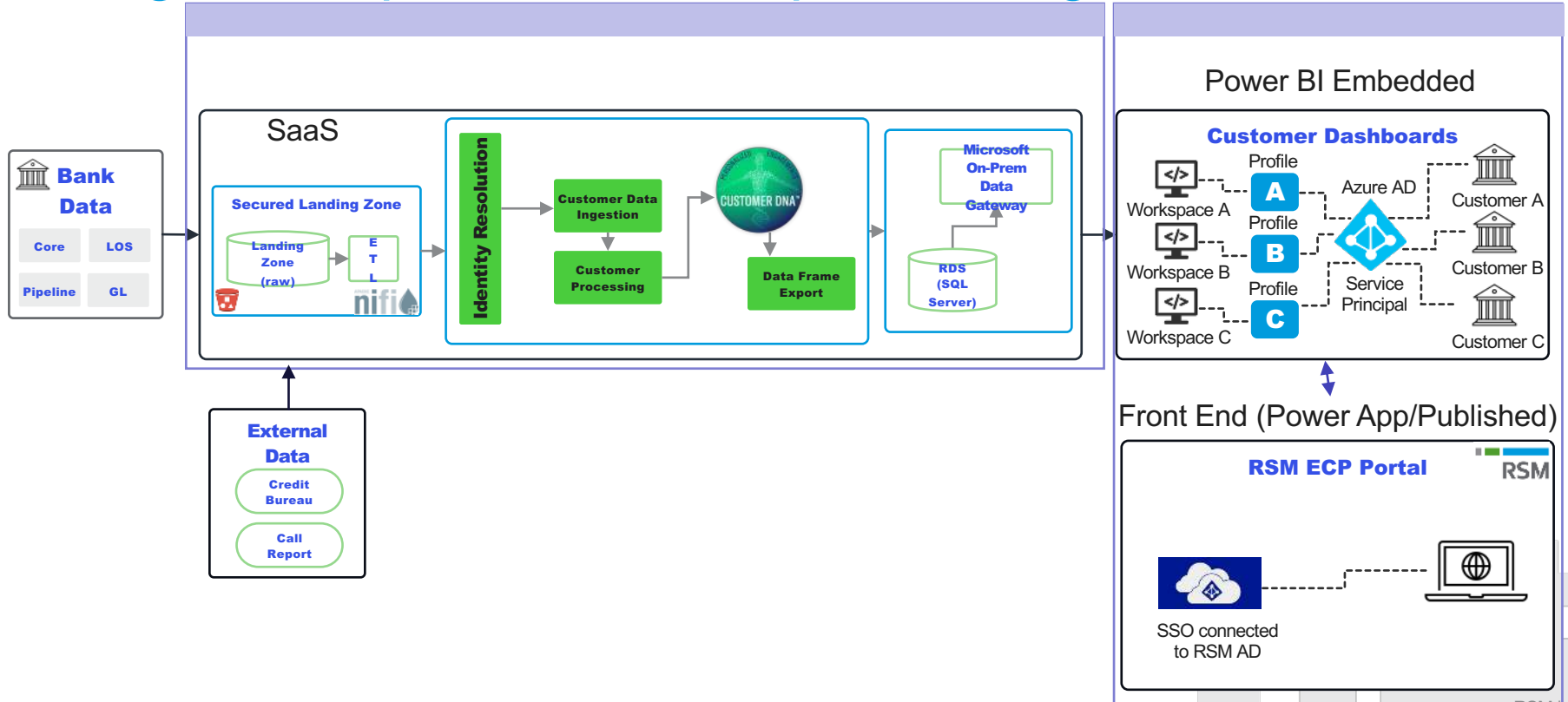
How it came to be...

FI Insights

The concept for the RSM FI Insights solution came from a commitment by our consulting leaders to support our community financial institutions. We recognized that the evolution of data science and capabilities could be merged with banking competencies to provide advanced data analytics capabilities that formerly only larger organizations have developed.



High-level platform conceptual design



Onboarding made easier

Start getting insights to your data faster than traditional technology vendor methods.

01

Core agnostic

02

Faster implementation

03

Designed by bankers for bankers needs

04

Intuitive user experience

Transforming data into instant insight

No need to wait for reports and vetting if reports are accurate

Sales

Performance Metrics
Pipeline / Predictive
Opportunity Scoring / Predictive
Credit Bureau
Household Analytics

Performance

Peer Analysis
Alerts
Inflow / Outflow
Customer Risk Rating
Household View and Analytics
Credit Cards Data Integrated with Household Performance
Deposit Impact / Predictive
Monitoring by Channel

Financial Health

Deposit Impact / Predictive
Investment Monitoring
Credit Administration Monitoring (examples)

- Delinquency Reports as % of Loans
- Non-performing assets
- Risk Rating Monitoring
- CRE Concentration

Liquidity Monitoring (examples)

- Changes in quarterly earnings
- Gross loans as % of total deposits/assets

Strategic Monitoring

- Efficiency Ratio
- Return on Assets
- Return on Equity

Imagine the possibilities with FI Insights

There is no “one-stop shop” when it comes to data management within the banking industry. Often information is hard to find or doesn’t give a full picture with all the details needed for banking institutions to execute on strategy.

Until now... FI Insights brings this strategic view to your desktop!

Access and licensing all senior levels of the organization and can be leveraged by executive and branch level management, sales and marketing, operations and more.

- Fixed monthly cost, includes both licenses and advisory services
- Comprehensive solution to integrating data across systems
- Comparative and outside data to help establish and assess performance gaps
- Clear and intuitive user experience providing 360-view of the customer
- Secure cloud-based solution
- Yearly review with flexibility and customization via advisory resources
- Fix costs for baseline offering helping you to plan your investment
- Efficient implementation without putting undo stress on internal resources



- Strategy development
- Insights
- Consolidation
- Comparison details
- Revenue enhancement
- Opportunities

Thank you





THE POWER OF BEING UNDERSTOOD

ASSURANCE | TAX | CONSULTING

This document contains general information, may be based on authorities that are subject to change, and is not a substitute for professional advice or services. This document does not constitute assurance, tax, consulting, business, financial, investment, legal or other professional advice, and you should consult a qualified professional advisor before taking any action based on the information herein. RSM US LLP, its affiliates and related entities are not responsible for any loss resulting from or relating to reliance on this document by any person. Internal Revenue Service rules require us to inform you that this communication may be deemed a solicitation to provide tax services. This communication is being sent to individuals who have subscribed to receive it or who we believe would have an interest in the topics discussed.

RSM US LLP is a limited liability partnership and the U.S. member firm of RSM International, a global network of independent assurance, tax and consulting firms. The member firms of RSM International collaborate to provide services to global clients, but are separate and distinct legal entities that cannot obligate each other. Each member firm is responsible only for its own acts and omissions, and not those of any other party. Visit [rsmus.com/aboutus](https://www.rsmus.com/aboutus) for more information regarding RSM US LLP and RSM International.

RSM, the RSM logo and *the power of being understood* are registered trademarks of RSM International Association.

© 2024 RSM US LLP. All Rights Reserved.