



More power. More flexibility. More intuitive. The **mcif EDGE™**!

Marketing Intelligence *AND*
Customer Profitability In One
Powerful Application!

Get the Tools

Find the right report faster Easily access reports by category in the scrollable report navigator. Click on any report to see a brief description. With its intuitive interface, all you need to do is choose a report, customize your content and select your output format.

Design more complex queries With access to over 250 account, transaction, customer and household variables, get timely, customized information faster and easier than ever.

Perform What-if analysis Evaluate changes and analyze the bottom line impact to a single account - or an entire customer relationship - before you make it. Define your target group, input your changes and generate results in seconds.

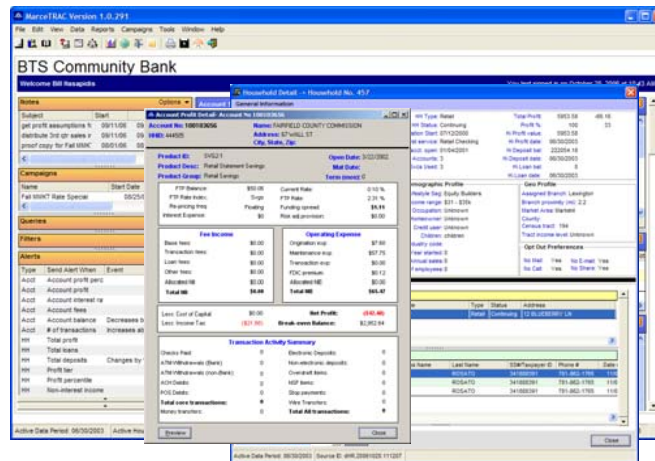
Create campaigns with ease Use the ROI calculator to forecast campaign response and return on investment based on your inputs. The campaign wizard will guide you through the setup and analysis of new campaigns.

Get a visual perspective of your marketing data Generate customized maps from any report or query with just a few simple clicks. Pinpoint accounts, customers, branches or competitors with geographic precision.

Get More Insight

Turbo-charged profitability Discover the only desktop marketing system with an integrated profitability model based on actual customer behavior and customer risk. Define unlimited profit rule-sets that utilize powerful matched rate transfer pricing, behavior-based costing and risk analysis.

Relationship Focused Fully integrated householding establishes complex connections between accounts, individuals and households. It even links your retail and commercial accounts so you can develop cross-sell strategies targeted at *mixed* households.



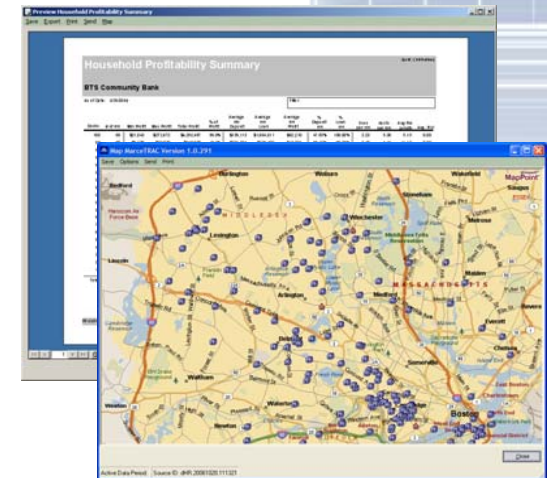
Unlock customer value With “one-click drill-down” capability, you can quickly and easily see which factors are driving profitability.

Dynamic trend analysis Compare present performance with results and trends over time periods that you select. Identify patterns, analyze lost relationships and track results.

Get More Done

Whether your objective is to increase cross-sell response, identify at-risk households or discover new opportunities, **mcif EDGE** is what you've been looking for.

With **mcif EDGE**, you'll get all the answers you need to develop and analyze your marketing strategies quickly and easily.



For More information:

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