

BancTRAC Solutions



A New Direction in Customer Value Management

BancTRAC Solutions provides management consulting services and advanced software tools in the areas of customer value analysis, marketing performance measurement and credit risk management.

Our objective is to help clients manage customer value more effectively and produce higher and more stable returns for shareholders through the use of advanced decision support tools and analytic frameworks.

Our unique combination of industry knowledge, innovative methodologies and software solutions allows us to deliver tangible results in a short period of time.



The MarceTRAC™ Edge

Why BancTRAC Solutions?

Experience

Our consulting team combines expertise in banking, statistics and software development. Over the past 20 years, we have worked with institutions of all sizes in the areas of integrated profitability management, risk assessment and capital allocation and have successfully implemented numerous projects in Europe, Africa and North America.

Knowledge

At BancTRAC Solutions, we have an unparalleled understanding of the issues relevant to measuring, monitoring and managing customer value. Our unique framework integrates key customer, financial and market data, providing the optimal view for management decision-makers.

Innovative Products

We offer an advanced suite of products and services designed to effectively measure and manage customer value at each organizational level.

This comprehensive tool kit integrates both the qualitative and quantitative aspects of customer value management. Key components include integrated tools for customer segmentation, customer risk assessment, branch performance analysis and product profitability. These tools are designed to provide the critical information and analysis that management needs to make more informed strategic decisions in alignment with industry best practices.

Ongoing Research & Development

We are continuously expanding our knowledge of customer value measurement and management issues. New innovations are incorporated into our product suite on a regular basis. Our goal is to ensure that our clients always have access to the industry's most advanced methodologies and tools.

MarceTRAC represents a breakthrough in customer value management technology, designed specifically to help banks more effectively link strategic decisions to bottom line results.

MarceTRAC is a desktop software application that facilitates the collection, integration, analysis and reporting of information drawn from multiple systems across the organization. Data is standardized, integrated and linked to our groundbreaking profitability module. The end result is a comprehensive customer intelligence source that serves as the foundation for extensive analysis and reporting.

Get More Insight

Relationship Focused MarceTRAC's integrated householding establishes complex connections between accounts and customers. It even links your retail and commercial accounts so you can develop more effective cross-sell strategies.

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



Figure 2. MarceTRAC Dashboard

Information on Demand MarceTRAC's powerful query builder gives you timely information about accounts, transactions, and customer relationships, enabling fast, accurate decision making.

Unlock customer value With "one-click drill-down" capability, you can quickly and easily see what is driving account and customer profitability.

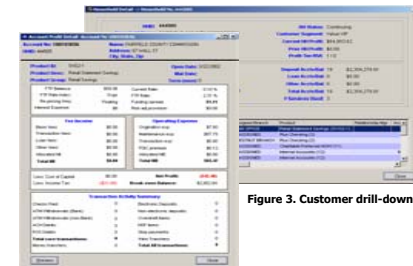


Figure 3. Customer drill-down



Figure 1. Profit Rule-set screen

Get More Done

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

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



“The purpose of business is to create and keep a customer.”

~ Peter Drucker (1909-2005)

“Value is the most invincible and impalpable of ghosts, and comes and goes unthought of while the visible and dense matter remains as it was.”

~ W Stanley Jevons (1835-82)

“I conceive that the great part of the miseries of mankind are brought upon them by false estimates they have made of the value of things.”

~ Benjamin Franklin (1706-1790)

BancTRAC Solutions, Inc.
18 North Meadows Rd.
Suite 5
Medfield, MA 02052
Tel: 508.359.9606
Fax: 508.359.9608
www.banctracsolutions.com

For additional information please contact:

Bill Hasapidis
billh@banctracsolutions.com

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