

DATA-DRIVEN ANALYTICS AND REPORTING: FROM UNSTRUCTURED TO POWERFUL, ACTIONABLE INSIGHTS

Every interaction provides financial institutions (FIs) with real-time, actionable data showcasing valuable behaviors and trends. Yet, banks simply cannot rely on antiquated solutions to effectively measure and act upon this information across the enterprise to deliver effective, differentiated and personalized services. Critical data is often lost in the shuffle, lying within fragmented, unstructured formats and disparate silos. With the right tools, FIs drive compelling, data-driven decisions, actualizing their potential to create meaningful and personalized engagement opportunities based on business intelligence (BI) and their own account holder behavior.

CONNECTING THE DOTS BETWEEN DISPARATE DATA

BI sharpens an FIs competitive edge for powerful differentiation, emboldening the launch of advanced projects and product offerings based on key performance indicators. What's more, BI can be leveraged to understand which products may need to be enhanced, where account holders engage for targeted marketing or cross-selling opportunity, or even if specific channels or physical locations are more prone to fraud. Enable enterprise-wide access to information and allow FIs to leverage previously inaccessible and underutilized data with AWARE, Alogent's analytics and reporting platform. Designed to work with popular data visualization tools, AWARE aggregates data captured through all acquisition channels, consolidating, interpreting and presenting trends in a centralized, customizable visual dashboard.



HOW IMPORTANT IS ANALYTICS TO THE FINANCIAL SERVICES MARKET?



According to PYMNTS, big data analytics reached a market valuation of \$29.87B in 2019 and is projected to total \$62.1B by 2025.



An EY study on the future of finance found 57% of respondents cited building skills in predictive and prescriptive analytics is critical for a sustainable future.



Only 9% of the world's top-tier institutions are effectively monetizing payments data, according to Aite Group's "The Payments Race: Criteria for Success."

BUSINESS INTELLIGENCE AT YOUR FINGERTIPS

AWARE's flexible integration with external transaction streams and APIs for advanced retrieval enable effortless deep-item searches for immediate, tangible results. Empower executives, branch managers and staff with easily viewable, reportable trends, up-to-date fraud statistics, transaction details by channel or location, performance analytics, and other data points critical to the institution. AWARE renders a bottomless depth of actionable knowledge for better decision making, transforming a bank or credit unions otherwise idle information into their greatest resource.