

**BancAnalyst® Online Advisory Tools
At-a-Glance**



Strategic Decisions. On Demand.

Bank Intelligence Solutions from Fiserv delivers the only online advisory solution for financial institutions. The BancAnalyst® online tools provide ongoing access to objective and quantified analysis which is specific to a bank. Banks of any size can leverage the power of this intelligence to develop highly effective strategies that will improve profitability and grow earnings.

A BancAnalyst solution includes three valuable components:

BancAnalyst® Financial

Your profitability enhancement tool.

Financial institutions are utilizing BancAnalyst Financial for:

- Strategic Planning
- Earnings Enhancement Plans
- Incentive Compensation Development
- Financial Performance & Peer Analysis
- Profit Planning
- Budget & Resource Allocation

BancAnalyst® Market

Your franchise growth enhancement tool.

Financial institutions are utilizing BancAnalyst Market in these critical areas:

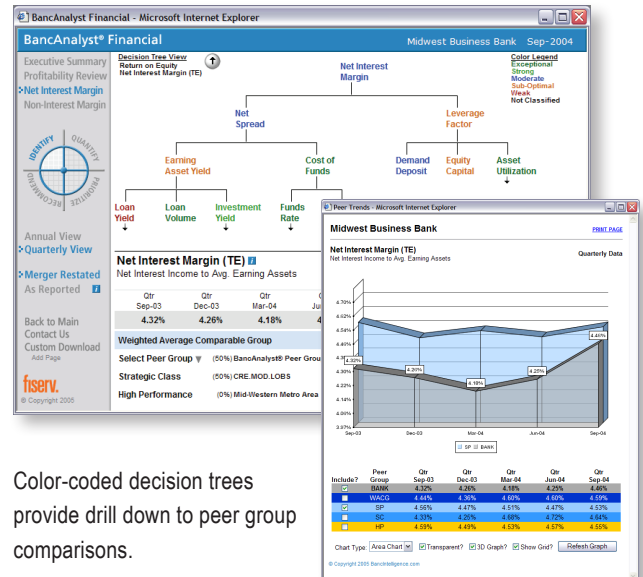
- Retail & Business Segmentation
- Core Deposit Opportunities
- Branch Rationalization
- Resource Allocation
- M&A Evaluations
- Branch Incentive Plans
- Niche Banking Strategies
- Targeted Marketing Programs
- Competitive Landscape Review

Bank Strategist

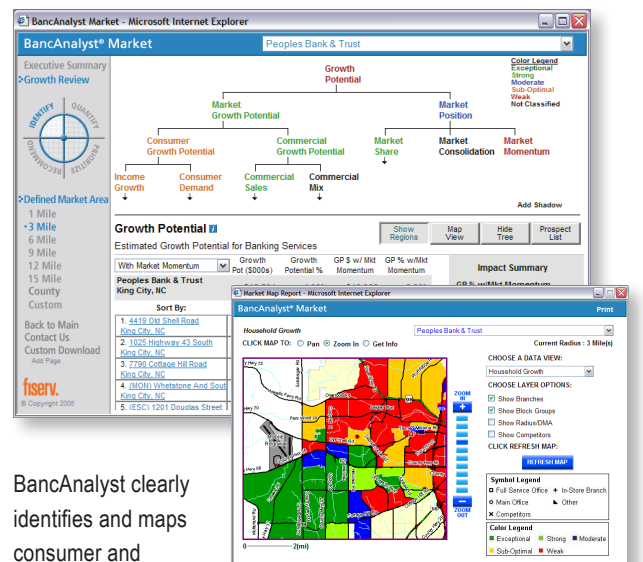
Your experienced bank advisor.

A subscription to the BancAnalyst online advisory tools includes a Senior Bank Strategist on retainer. You gain an experienced advisor that will facilitate online sessions with your team for:

- Strategic Planning
- Profit Planning
- Strategic Marketing Plans
- Market or Branch Expansion
- Product Development
- Merger & Acquisition Evaluation



Color-coded decision trees provide drill down to peer group comparisons.



BancAnalyst clearly identifies and maps consumer and commercial growth opportunities in your market.

Find out how Bank Intelligence Solutions can help your bank drive peak performance.

Contact us at 678-323-3224 or info@bankintelligence.fiserv.com.

More than
520 banks put
the power of
BancAnalyst's
**objective,
quantifiable
analysis** to
work for their
institutions.

Hear from our clients.

"Bank Director Magazine named us the second best bank in the country in 2009. When they asked me to identify the one thing that helped our bank move up the ladder, I said it was Bank Intelligence. I've never seen anything like this powerful software in my 35 years in banking. Every bank should be using it in their bank to improve performance because it shows you exactly what you need to do to go the next level."

F. Scott Dueser, President & CEO
First Financial Bankshares
Abilene, TX

"As a long-time advocate of peer group comparison type analyses, I was impressed with the way the BancAnalyst system presented information. I knew immediately that I could impact my organization with it. We had used other peer comparison reports and paid \$12,000-\$15,000 for two-to-three day planning sessions; however, once the consultants were gone, we could no longer access the systems they used. With BancAnalyst, we now have continuous access to the tools and the professionals."

Archie McDonnell, Jr., President & CEO
Citizens National Bank
Meridian, MS

"We had no idea that there was a system out there that could dig this deeply into the heart of our operations and diagnose the very areas where we needed to focus most."

Barby Pohl, VP of Operations
Great Southern Bank
Reed Spring, MO

**Schedule a complimentary,
online planning session for
your bank today.**

An experienced Senior Bank Strategist will:

- Conduct a 60 minute Web conference planning session—customized to your bank.
- Involve your executive management team.
- Use your bank's custom financial and market analysis.
- Look at your bank's current financial picture.
- Analyze your marketplace to identify specific growth opportunities that exist for your bank.

Call 678-323-3224

"We've been using the BancAnalyst product for almost one year now and it has turned out to be one of the best purchases that I can recall in the 40 years that I've been in the banking business. We have found the financial analysis and market area information to be most helpful in our 3 year strategic planning process. It leaves no doubt in our minds where our short and long-term focus should be."

Mike H. Hudnall, President & CEO
Freedom Bank
Belington, WV

fiserv.

Fiserv, Inc.
255 Fiserv Drive
Brookfield, WI 53045

800-872-7882
262-879-5322
getsolutions@fiserv.com
www.fiserv.com

About Bank Intelligence Solutions

Bank Intelligence Solutions from Fiserv serves more than 520 financial institutions in 49 states. Its BancAnalyst® online advisory tools provide an analytical advantage to banks ranging in size from community banks to large, regional institutions.