

## Navigate your best path to high performance.

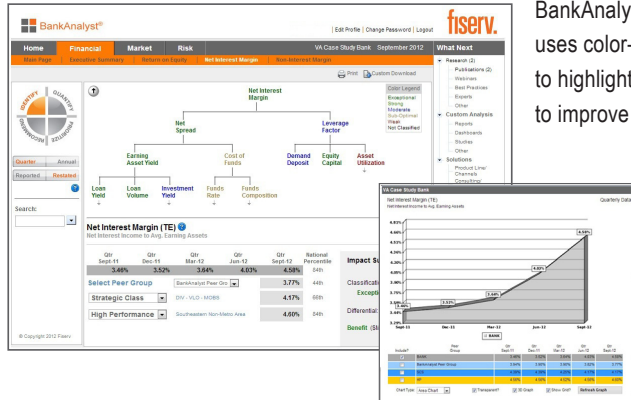
BankAnalyst® Financial, BankAnalyst® Market and BankAnalyst® Risk from Fiserv provide a fully integrated, performance navigation planning platform. Institutions of any size can leverage the quantified conclusions to develop highly effective strategies and tactics to improve profitability, grow earnings and manage risk.

### BankAnalyst Financial

**Your profitability enhancement tool.**

Financial institutions are utilizing BankAnalyst Financial for:

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



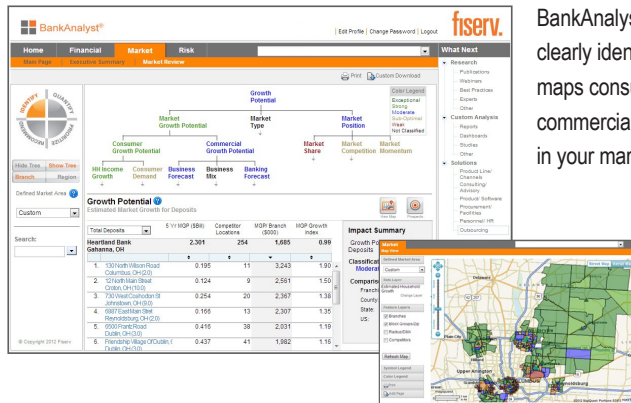
BankAnalyst Financial uses color-coded trees to highlight opportunities to improve profitability.

### BankAnalyst Market

**Your franchise growth enhancement tool.**

Financial institutions are utilizing BankAnalyst Market in these critical areas:

- Retail & Business Segmentation
- Retail and Business Loans
- Retail and Business Deposits
- Branch Rationalization
- Resource Allocation
- M&A Evaluations
- Branch Incentive Plans
- Targeted Marketing Programs
- Competitive Landscape Review



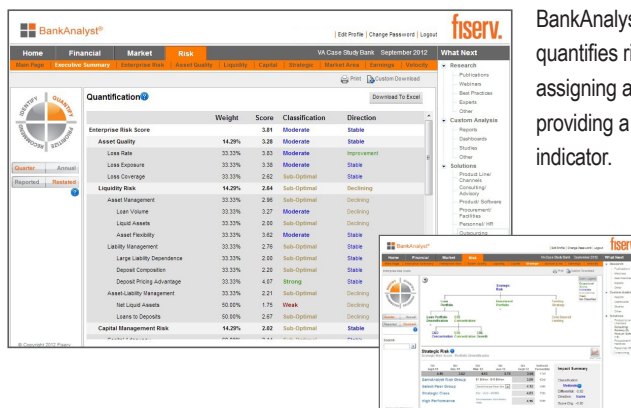
BankAnalyst Market clearly identifies and maps consumer and commercial opportunities in your market.

### BankAnalyst Risk

**Your enterprise risk assessment tool.**

Analyze and quantify your institution's critical risk factors in these critical areas:

- Asset Quality
- Earnings Composition
- Liquidity Risk
- Capital Management
- Strategic Risk
- Velocity, Market and more



BankAnalyst Risk quantifies risk by assigning a risk score and providing a trend direction indicator.

Find out how the BankAnalyst online advisory tools can help you drive peak performance.

Contact us at **800-846-6681** or [bi.info@fiserv.com](mailto:bi.info@fiserv.com).

Fiserv is driving innovation in Payments, Processing Services, Risk & Compliance, Customer & Channel Management and Insights & Optimization, and leading the transformation of financial services technology to help our clients change the way financial services are delivered. Visit [www.fiserv.com](http://www.fiserv.com) for a look at what's next, right now.

## Bank Strategist

### Your experienced bank advisor.

A BankAnalyst subscription includes access to an experienced bank strategist to facilitate online sessions for:

- Strategic Planning
- Profit Planning
- Marketing Plans
- Market/Branch Expansions
- Product Development
- M&A Evaluations and more

## 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 BankAnalyst. 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 BankAnalyst 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 BankAnalyst, 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

"We've been using the BankAnalyst 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

### Schedule a Complimentary Online Planning Session for Your Institution

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 institution's Financial, Market and Risk analysis
- Review your institution's earnings enhancement and risk priority plans
- Analyze your marketplace to identify specific consumer and commercial segment opportunities

**Call 800-846-6681**

**fiserv.**

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More than **1100 institutions** have leveraged the power of the BankAnalyst tools.