

Navigate your best path to high performance.

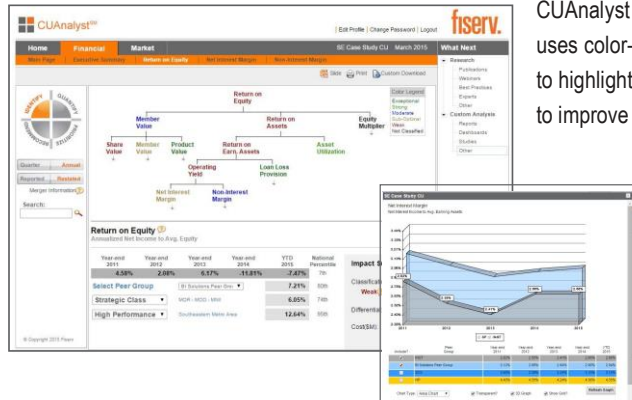
CUAnalystSM Financial and CUAnalystSM Market from Fiserv provide a fully integrated, performance navigation planning platform. Institutions of any size can leverage the quantified conclusions to develop highly effective strategies and tactics to improve efficiency, grow revenue, and grow the franchise.

CUAnalystSM Financial

Performance enhancement tool.

Financial institutions are utilizing CUAnalystSM Financial for:

- Strategic Planning
- Strategic & Local Peer Benchmarking
- Performance Improvement Plans
- Board & Management Reporting
- Budget & Resource Allocation



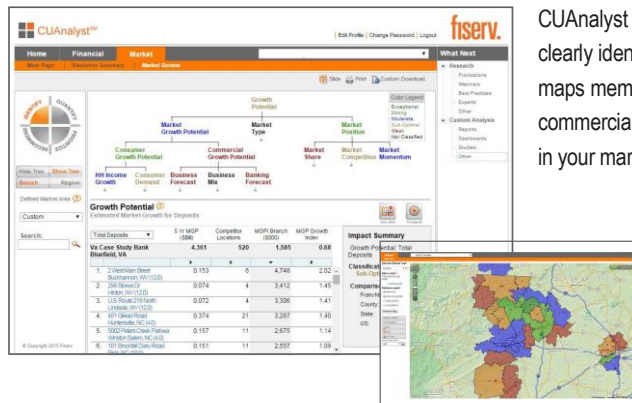
CUAnalyst Financial uses color-coded trees to highlight opportunities to improve profitability.

CUAnalystSM Market

Franchise growth enhancement tool.

Financial institutions are utilizing CUAnalystSM Market in these critical areas:

- Retail & Business Segmentation
- Retail and Small Business Loans
- Retail and Small Business Deposits
- Branch Optimization
- Resource Allocation
- Market Expansion Evaluations
- Branch Incentive Plans
- Targeted Marketing Programs
- Competitive Landscape Review



CUAnalyst Market clearly identifies and maps member and commercial opportunities in your market.

Senior Strategist

Experienced advisor.

A CUAnalystSM subscription includes access to an experienced Strategist to facilitate online sessions for:

- Strategic Planning
- Efficiency Planning
- Marketing Plans
- Market/Branch Expansions
- Product Development
- New Market Evaluations and more

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

Contact us at **800-846-6681** or bi.info@fiserv.com.