

Demand Deposit Account (DDA) life cycle capabilities

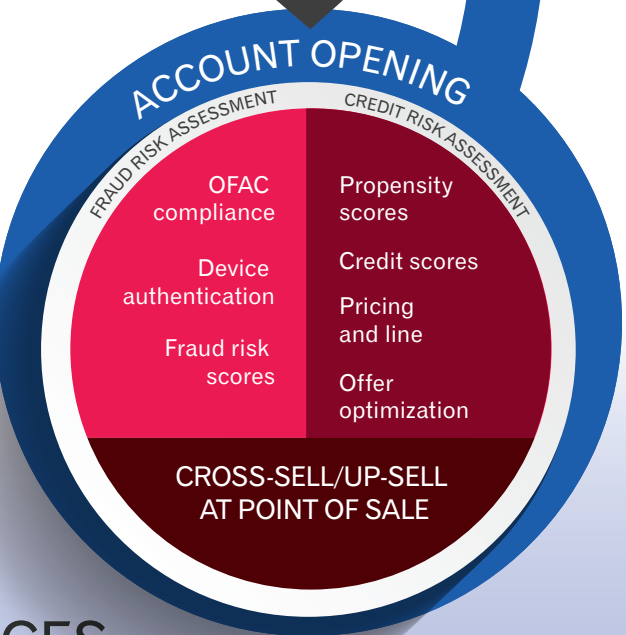
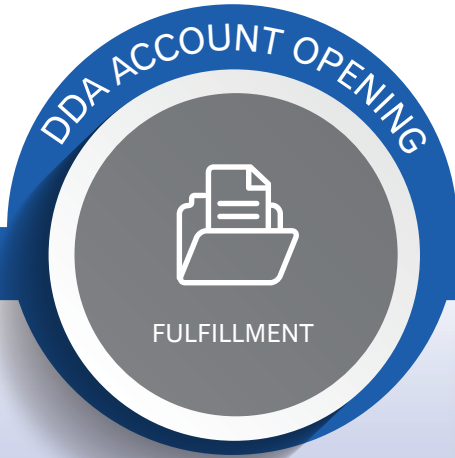
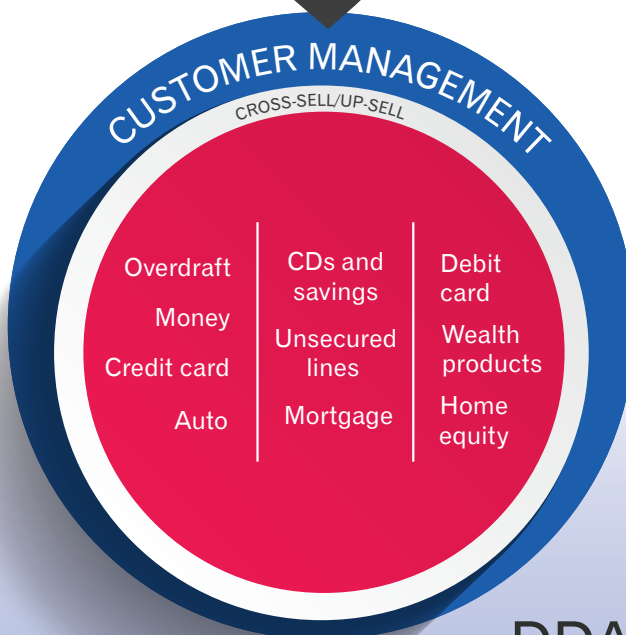
Drive dramatic, sustainable growth by enabling all deposit account life cycle processes

PROSPECTING
Minimize the cost to acquire by determining the needs and attitudes that drive consumer behavior.



CUSTOMER MANAGEMENT
Maximize customer lifetime value when the consumer is engaged and in the market to buy.

ACCOUNT OPENING
Confidently authenticate consumers, reduce risk and book more profitable accounts.



DDA CONSULTING SERVICES

Expert insight across the entire DDA customer life cycle