CDW PEOPLE WHO GET IT™

# IT'S ALL ABOUT THE DATA

## How business intelligence solutions can boost banks' bottom lines

## TOP ANALYTICAL CHALLENGES BANKS SAY KEEP THEM UP AT NIGHT:

**56%** Insufficient ability to gather customer insight

**34%** Slow delivery of information to business users

**28%** Need better visibility into branch/agent performance and business processes

**21%** Risk management

Source: Aberdeen Analytics in Financial Services Survey, 2013

## THERE'S GROWING INTEREST IN BUSINESS INTELLIGENCE (BI) TOOLS...

**BI and analytics will be a TOP FOCUS** for CIOs for years to come.

Source: "Gartner Predicts Business Intelligence and Analytics Will Remain Top Focus for CIOs through 2017," Gartner press release, December 16, 2013

**TOP TECHNOLOGIES for financial services organizations:**

**33%** intend to invest in **predictive analytic products**.

**36%** plan to invest in data **visualization technology** over the next 12 months.

**52%** say **analytics solutions** top the list of technologies for managing and extracting value from business data.

Source: IDG Enterprise Big Data Survey 2014

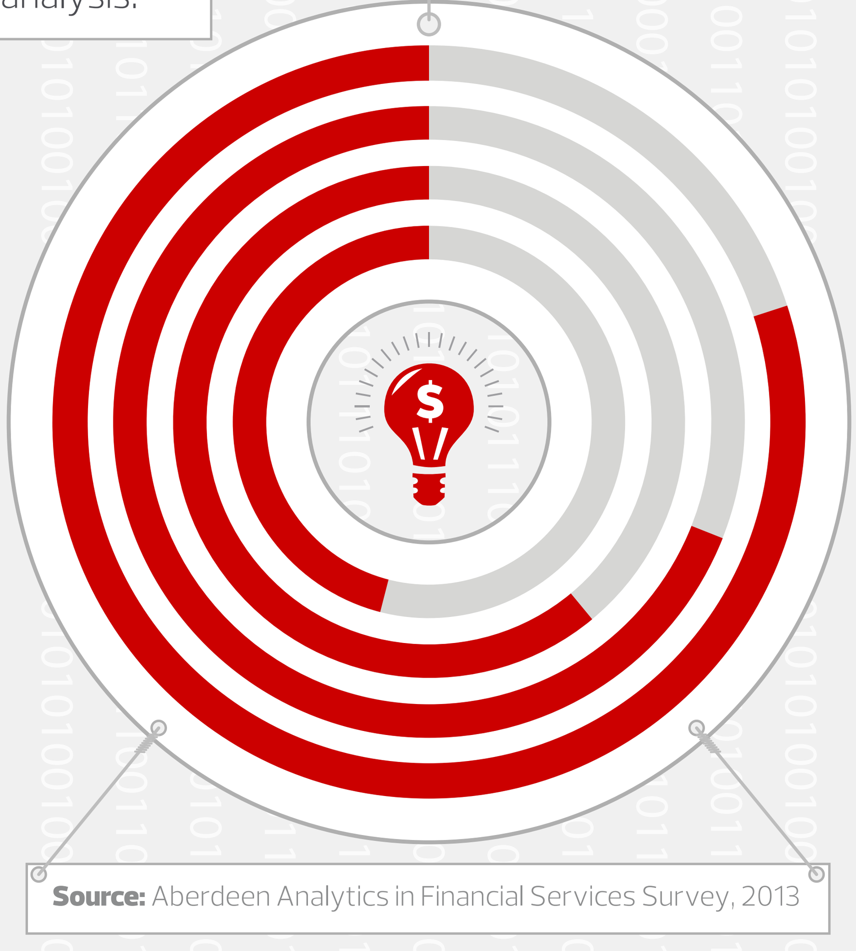
## ...AND GREATER USE OF ANALYTICS TECHNOLOGY

**69%** use it for customer profiling and profitability analysis.

**61%** use it for risk management.

**80%** of financial services organizations use BI and analytics for reporting and analysis.

**46%** use it for regulatory compliance.



Source: Aberdeen Analytics in Financial Services Survey, 2013

## BI BENEFITS BANKS ACROSS THE ENTERPRISE

**BI TOOLS can be used for:**

- Historical analysis
- Performance budgeting
- Business performance analytics
- Employee performance measurement
- Executive dashboards
- Marketing and sales automation
- Product innovation
- Customer profitability
- Regulatory compliance
- Risk management

Source: "Current Trends in Business Intelligence Banking," Examiner.com, December 13, 2013

## THE PAYOFF: A BOOST TO YOUR BOTTOM LINE

**Financial services firms APPLYING BI TOOLS ACHIEVED:**

**7%** increase in market share **vs.** **3%** increase for those not applying BI tools

**7%** improvement in cross-sell and up-sell revenue **vs.** **3%** for those not applying BI tools

**7%** improvement in customer/member attrition rate **vs.** **5%** decrease for those not applying BI tools

Source: Aberdeen Analytics in Financial Services Survey, 2013

Find out how you can increase your ROI by downloading our white paper, "Go Big with BI: Business Intelligence Tools Provide Financial Firms with the Insights to Help Boost the Bottom Line." **CDW.com/wpbusinessintelligence**

**Are you prepared with the right IT solutions to reap the benefits of BI and analytics technology? Contact your CDW Financial Services account manager today for an assessment. Call 888.706.4239 or connect with us at CDW.com/banks.**

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