



Assisted Integration
and Merger

PROGRAM

Ensure
a seamless transition

Enhance
customer experience

Improve
conversion decisions

AIM™

Assisted Integration and Merger

Part of a series of
Banking Optimization solutions
provided by PROFIT INSIGHT®

The **Assisted Integration and Merger ("AIM")** solutions from PROFIT INSIGHT® ensure products, business processes and underlying drivers meet and exceed performance expectations before and after a conversion. **AIM™** helps banking executives make the right decisions in five sectors of their business:

Products.

Blending checking, savings, money-market, time, line-of-credit, loan and credit card options is essential to maintain customer experience and acceptance.

Services.

Connecting a variety of platforms including on-line banking, business/cash management services, remote deposit capture, etc. is critical to maintaining consistency across all lines of business.

Pricing.

Continuing, aligning or discarding rates and fees for loan and deposit products ensures compliance and maintains market competitiveness.

Vendors.

Removing duplicated, overlapping and/or competing vendor contracts lowers operating costs and improves service delivery.

Processes.

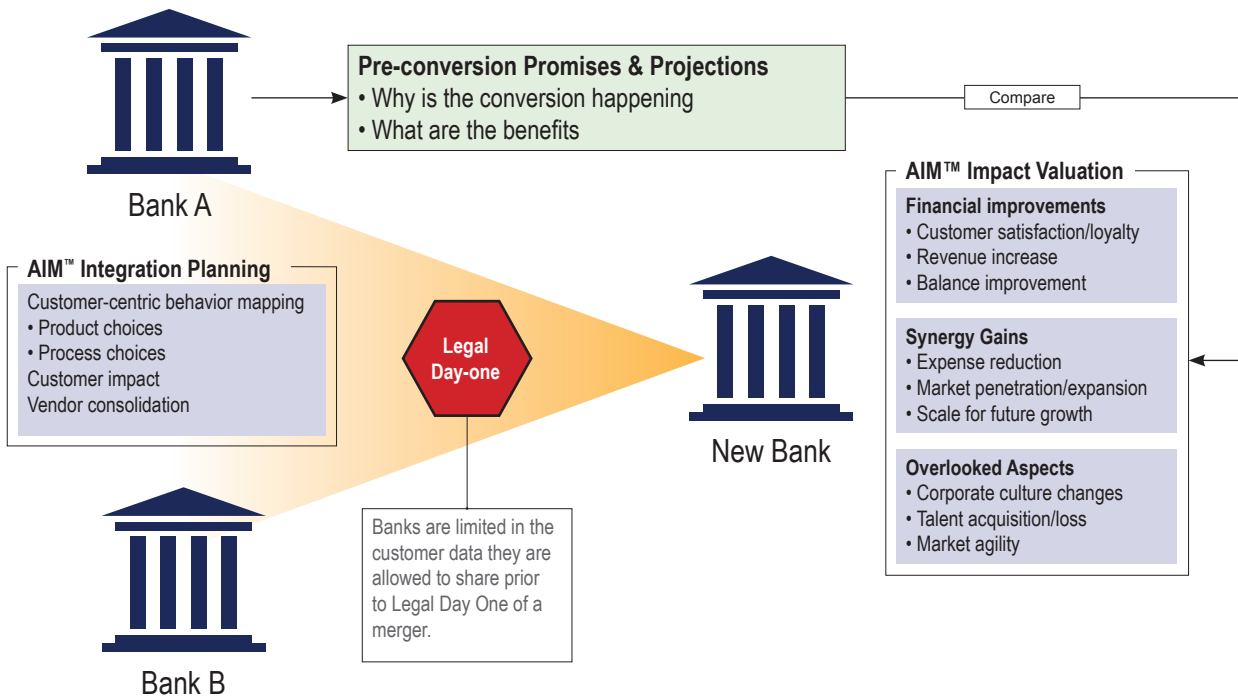
Consolidating, eliminating or integrating all business processes maximizes technology utilization and minimizes waste.

AIM™ keeps current customers loyal and attracts new ones before, during and after the conversion.

Areas of Focus

- Product Comparison and survival mapping
- Process evaluation and integration-gap analysis
- Customer impact analysis
- Key decision templates with financial impact assessments
- Customer communications and internal training
- Deposit pricing integration

Make the right decisions before and after conversion.



PROFIT INSIGHT® provides tangible solutions to the global banking and payments industry. Our specialists solve problems for executives frustrated by declining revenues and rising costs. Through client collaboration, PROFIT INSIGHT® creates revenue enhancement, revenue assurance and cost reduction strategies with low risk, locally compliant tactics that deliver substantial financial rewards.

Our engagements are quick, quiet & efficient

Our engagement teams are small and operate quickly without disrupting your daily operations. They require little of your internal resources and work as part of your team in a collaborative approach.

Our customized solutions are yours

We develop a broad array of solutions to address your specific needs and customize them to your specific business climate. We work with you to implement these new ideas and instill them as best practices into your organization's culture.

Our customized solutions are highly transparent

We are sensitive to your current customers and prospects. Our revenue enhancement, revenue assurance and cost reduction programs help you better understand not only your operations, but your market and customer base.

40•6•40
YEARS • CONTINENTS • \$BILLION

For over **forty** years, our customers on **six** continents, have realized over **forty** billion dollars of incremental financial opportunity!



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