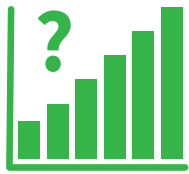




# **ETHOS<sup>TM</sup> PERFORMANCE INTELLIGENCE**

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Instant insights for transformative performance



## **Missing data and insights leave your institution with a lack of focus and misaligned executive level action.**

Financial institutions need data-driven tools that rapidly assess and identify what separate them from the next level of performance and their industry peers.

The primary differentiator of high-performing institutions is not that they work harder, it's their ability to accurately pinpoint where performance improvement opportunities exist. A focus on the right initiatives driving profit and growth, while managing risk, is what is going to advance your institution to the next level.

Digital transformation is evolving rapidly in the banking industry, but until now financial institution data and analytics haven't kept pace. Executives today can't manage their institutions in this fast-moving vertical with yesterday's peer analytics.

To deliver the clarity of focus desired by financial institutions executives, today's data & analytics must expand the data set to address both performance and customer offering while providing the analytical structures to facilitate peer comparison while delivering institution-specific resourcing recommendations.

## **How actionable data and insights benefit your institution**

- Identify your institution's strengths, opportunities and recommendations to enhance performance or augment your customer offering.
- Determine your next-most-likely retail or business product addition to keep pace with asset-based or market peers.
- Digitally assess your peers' online product marketing to ensure your product positioning drives customer utilization.
- Create executive strategic alignment through analytics that connect performance, product strategy and marketing.





# Ethos Performance Intelligence

## Instantly generate insights with an action plan to expertly manage your institution.

Ethos Performance Intelligence instantly generates a complete consultative assessment of your institution's profit, growth, risk, and product offering. See how your institution stacks up against your peers in the market leveraging the industry's most advanced peer data and analytics. Rapidly assess and identify how to advance

your institution to the next level of performance, presented into priorities that are easy to communicate and execute across your organization.

Navigate digital transformation with confidence using analysis results, recommendations and actions generated by Ethos Performance Intelligence.

## Data-driven performance assessment

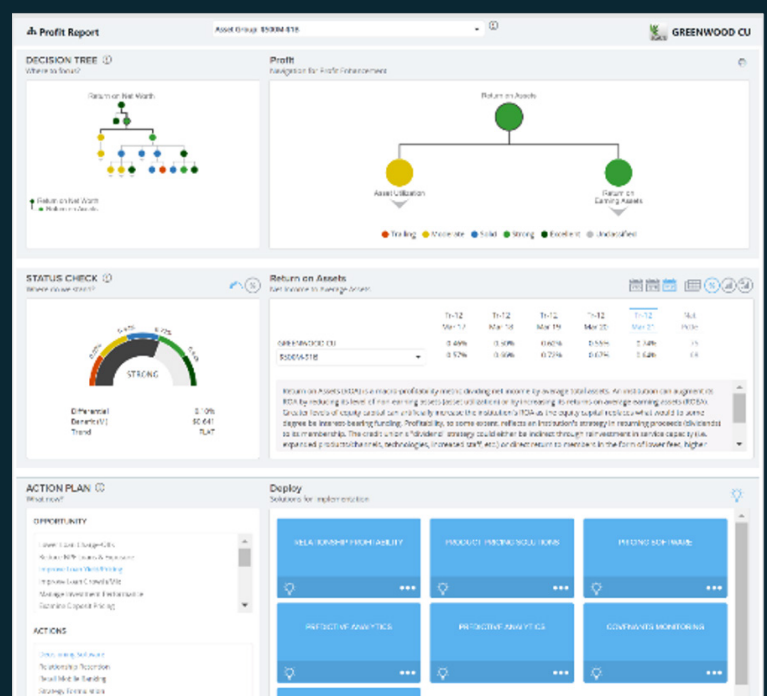
## What separates your institution from the next level of performance and competition?

Generate a consultative assessment of your institution's profit, growth and risk factors.

Leverage the industry's most comprehensive consultative assessment to not only drive strategic planning, but also generate conclusions on primary opportunity themes and institution-specific strengths and weaknesses. Use the solution to assess your own institution or garner competitive intelligence on any other financial institution.

## Gain insights at-a-glance

- Highly visual reports are intuitive and consensus building
- Easily navigate the analysis and insights with color-coded decision trees and status checks



## Custom solution generator for digital transformation

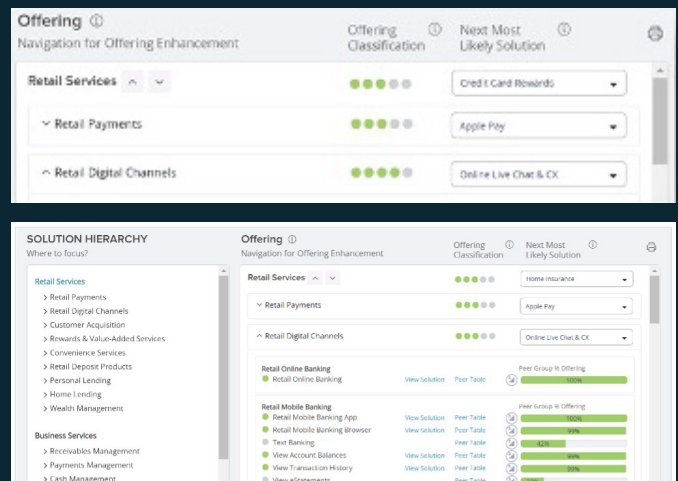
### What is your next most likely product?

Digital transformation means building products and services your clients need most.

Ethos Performance Intelligence will suggest your next most likely product to accelerate your institution's digital transformation strategy. Custom recommendations highlight new products and services being offered by the highest percentage of your peers.

## Next most likely solution

- Generates instant results
- Analysis updates based on offering category and peer group selection
- Gain insight into any institutions' retail and business customer offerings



## Industry-leading peer analytics

### How is your institution unique?

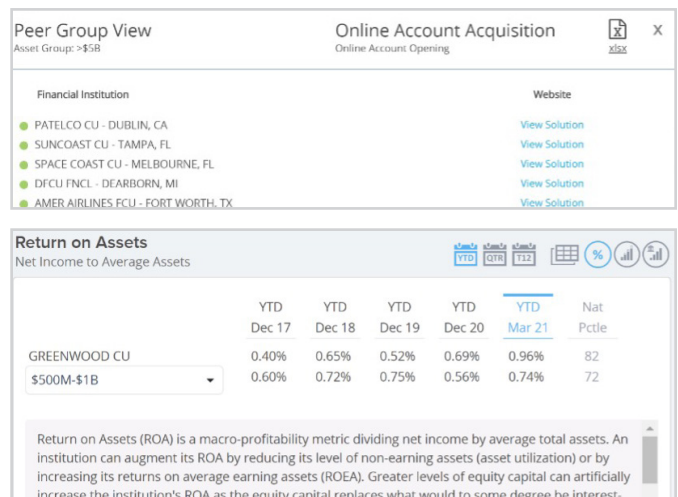
Understand what separates your institution from the competition with powerful peer-grouping capabilities.

Better peers produce better conclusions. Construct peer groups based on unique parameters like market, size, performance, technologies-deployed or leverage out-of-the box peer groupings.

Create peer groups based on your technology stack to score digital transformation across the peer group. Create a group based on product offering to understand what products or services are missing, and the vendors being used to get it done.

## Competitive intelligence on demand

- Quickly view peer metrics at a glance
- Easily identify solutions your peers are offering
- Easy access to their website showing how they communicate and market the solution





## Cross-functional tool

With an output that is highly visual and intuitive, conclusions can be easily shared among executives and cross-functionally to support digital transformation by aligning your institution.



## Numerous use cases and applications

With an output that is highly visual and intuitive, conclusions can be easily shared among executives and cross-functionally to support digital transformation by aligning your institution.



## Instant presentations and custom reports

Transform unprecedented data into presentations to create custom content for any meeting scenario. Compare and contrast your institution's performance against peers or stand-alone trends, then zoom in on specific metrics that matter most during the conversation.

## Leverage Ethos Performance Intelligence for:

- ✓ Strategic Planning
- ✓ Profit Enhancement
- ✓ Franchise Growth
- ✓ Risk Assessment
- ✓ Product Development & Strategy
- ✓ M&A Analysis
- ✓ Competitive Intelligence

## Industry-leading features:

- ✓ One-page Executive Briefs
- ✓ Strategic Class Peers
- ✓ Color-Coded Decision Trees
- ✓ Offering Hierarchy
- ✓ Custom Footprint Peers
- ✓ Asset Group Peers
- ✓ Custom Peer Group Construction
- ✓ Metric-Level Cost/Benefit
- ✓ Primary Opportunity Themes
- ✓ Strengths & Weaknesses
- ✓ Variable Analysis Time Spans
- ✓ Recommended Actions/Solutions
- ✓ Peer Comparison Tables
- ✓ Metric Classifications
- ✓ Metric Percentile Distributions
- ✓ Graphical Display Options
- ✓ Institution Logo Integration
- ✓ Vendor/Product Relationship Listing







# ABOUT FIS

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FIS is a leading provider of technology solutions for merchants, banks and capital markets firms globally. Our more than 55,000 people are dedicated to advancing the way the world pays, banks and invests by applying our scale, deep expertise and data-driven insights. We help our clients use technology in innovative ways to solve business-critical challenges and deliver superior experiences for their customers. Headquartered in Jacksonville, Florida, FIS is a Fortune 500® company and is a member of Standard & Poor's 500® Index.



[www.fisglobal.com](http://www.fisglobal.com)



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