



Enhanced Account Analysis™

Account ROI Assessment

Are your accounts costing you more money than they are bringing in? Know exactly where you stand with Enhanced Account Analysis. It identifies the cost of accounts compared to the earnings derived from them, so that you can focus your business strategy in a way that maximizes your ROI.

Don't Underestimate the Value of Knowing the Facts

BUSINESS VALUE

- Make Money

COMPATIBILITY

- SilverLake System®

- *Generate automated, accurate ROI values based on the cost of account maintenance and returns on deposits.*

RECOGNIZE RETURNS ...

Enhanced Account Analysis expands the standard functionality of the SilverLake System core processing solution by generating automated, accurate ROI based on the cost of account maintenance and returns on deposits.

ANALYZE EVERY ACCOUNT ...

This flexible account analysis system supports 999 bank-defined fees for each account type, five rate tiers for positive or negative average collected account balances, and five rate tiers for investment funds. Enhanced Account Analysis also provides the ability to override established account fees at the customer level. This parameter-driven system accommodates distinct account types, bank-defined service charge routines, and account-specific instructions.

DISCOVER OPPORTUNITIES FOR REVENUE ...

Enhanced Account Analysis enables banks to review and amend analysis calculations prior to generating professional analysis reports. It's flexible enough to allow for manual entry of specific fees that are not automatically tracked by the system. And sophisticated modeling capabilities create opportunities to perform unique, hypothetical account analyses for prospective customers.

MEASURE RESULTS ...

Enhanced Account Analysis provides comprehensive reporting capabilities that include new account analysis, exceptions, recurring charges, and waived fees. Trial balance and summary reports are available by region, branch, officer, analysis type, and more.

WHAT IT DOES:

- Determines account ROI by calculating the cost of maintaining accounts and the earnings derived from them.
- Accommodates distinct account types, bank-defined service charge routines, and account-specific instructions.
- Supports 999 bank-defined fees for each account type.
- Allows bank-defined fees that are not automatically tracked to be entered manually.
- Supports five rate tiers for positive or negative average collected account balances.
- Supports five rate tiers for investment funds.
- Provides the ability to override established account fees at the customer level.
- Produces professional analysis reports with the ability to review and amend analysis calculations prior to report generation.
- Provides sophisticated modeling capabilities that allow account analysis to be performed for prospective customers with the ability to manually enter account information.
- Provides comprehensive reporting capabilities, including new account analysis, exceptions, recurring charges, waived fees, and trial balance and summary reports.

WHAT IT DOES FOR YOU:

- Generates accurate account ROI and decision-support information.
- Provides information that can be used to enhance account and customer profitability.
- Enhances competitive positioning with current and prospective customers.
- Supports bank-defined account types, service charge routines, and account instructions.

Enhanced Account Analysis accommodates distinct account types, bank-defined service charge routines, and account-specific instructions.