

## **IBM Software Group**

### *Corporate Banking Customer Segment Performance Blueprint*



#### Solution Description

The IBM Cognos Corporate Banking Customer Segment Performance Blueprint incorporates banking industry best practices for consolidating customer data, better understanding customer segments and individual customers and setting and monitoring specific targets that improve segment profitability.

This Blueprint enables commercial, corporate and investment banks to create profit and loss statements for customer segments or for large, individual corporate customers. It allows managers to report on and analyze profitability and plan initiatives to improve segment results.

#### Features & Benefits

The Corporate Banking Customer Segment Performance Blueprint offers:

- **Segment reporting, analysis, dashboards and scorecards** to let managers see – at a glance— how individual customers and customer segments are performing across measures such as customer profitability, customer lifetime value, risk grade and products most likely to be purchased next.
- **Initiative reporting, analysis, dashboards, and scorecards** to identify the best customers and customer segments to target for product or service initiatives, based on the performance of past initiatives.
- **Initiative planning** enables the performance of “what-if” analysis and plan marketing initiatives by product within customer segment.
- **Customer segment P&L calculation and forecasting** creation dynamically from revenue, balance and cost information to provide customer segment profitability information.
- **Activity-based costing and management** based on accurate data through integration with Acorn Systems’ Profit Analyzer CI, another costing provider or the bank’s existing systems.

#### Value Proposition

The Corporate Banking Customer Segment Performance Blueprint enables customer segment managers (and large corporate account managers), marketing personnel, and other customer-facing bank employees to receive customer segment information, analyze information to determine targets, plan initiatives to drive increased profits in the chosen segment and manage and update a customer-segment P&L.

#### IBM Segment

- Cognos

#### Business Function

- Performance Management

#### Target Industry

- Banking and Financial Markets

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