

BDO DIGITAL VISION — CUSTOMER 360 ANALYTICS

A DATA & AI SOLUTION BUILT WITH FINANCIAL INSTITUTIONS IN MIND

In today's fast-paced business world, having a 360-degree view of data at your fingertips is key to success. Introducing **BDO Digital Vision – Customer 360**, a cloud solution built on **Microsoft Azure** that provides an up-to-date view of all your customer information, helping you identify the necessary data to deliver reports and make smarter business decisions. Customer 360 can help you identify cross-sell opportunities, see your new and lost relationships, gain operational support, and more.

WHY BDO DIGITAL VISION - CUSTOMER 360?

Customer 360, unlike many other similar offerings, targets an organization's ability to increase revenue. This is done with insights into net-new relationships, product penetration, and through the identification of cross-sell opportunities across financial relationship and customers.

RE-IMAGINE DIGITAL DATA ANALYTICS

- ▶ Complete view of customer regardless of line of business and location
- ▶ Drillable view of product penetration and cross sell opportunities
- ▶ Drillable insights into your net new relationship growth
- ▶ Uses existing data from operation's SOX controlled core systems
- ▶ Incorporates Regulatory Beneficial Ownership Data
- ▶ View entities in a relationship across multiple degrees of separation
- ▶ Operationalizes customer data and information into different user end points including into CRM, EDW (Enterprise Data Warehouse), and front-end systems using existing customer keys

POWERED BY HEROPATH

HeroPath is BDO Digital's award-winning cloud architecture on Microsoft Azure cloud and BDO Digital Vision - Customer 360 comes packaged in HeroPath for rapid deployment and time to value. It provides scalable architecture to support current and future analytical needs and Customer 360 results will be resident in HeroPath where they can be used throughout your business.

KEY BENEFITS

- ▶ **Speed:** Easy access to information enables you to pivot quickly in response to changes in your business and your market.
- ▶ **Insights:** Data and insights enable you to drive innovation, developing and bringing new products to respond to changing market demand.
- ▶ **Competitive Advantage:** Ease of access to information allows you to be ahead of the competition in responding to changing demand.
- ▶ **Revenue Generation:** Designed to help financial institutions identify net-new relationships and cross sell opportunities.