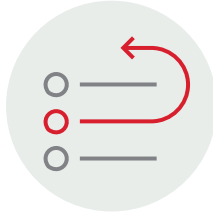
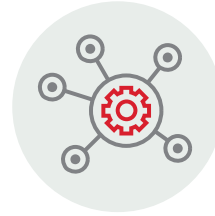




Identify revenue opportunities/risks



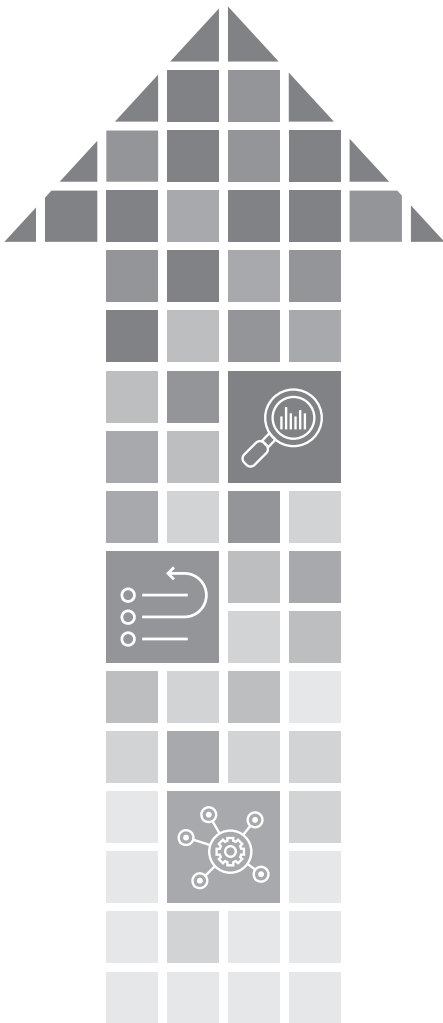
Prioritize growth strategies



Optimize resource allocation

Quickly identify your most attractive opportunities and largest risks to create a winning strategy

Improve Strategy Formulation



Do you have the information you need to:

- Identify which of your markets offer the best opportunities to increase revenue
- Allocate resources and investments to capitalize on revenue opportunities efficiently
- Understand where your revenues are most at risk
- Quantify how much of your customers' total wallet you earn to focus on the clients with the greatest upside
- Evaluate market size and growth potential across markets, products and competitive positions



Our business intelligence tool gives executives strategic insights into:



Identifying revenue opportunities

- Quantify market share and growth potential across customizable regions and sales segments
- Size target markets with revenue opportunity by product and channel
- Evaluate which regions, segments, products, and channels offer the best growth opportunities



Prioritizing growth strategies

- Engage prospects or deepen current relationships
- Increase wallet share, optimize your client list or increase targeting efficiency
- Capture competitors' dissatisfied clients



Optimizing resource allocation

- Prioritize markets by size of revenue opportunity and revenue at risk
- Position relationship managers to capture incremental revenue
- Ensure resources are focused on the optimal growth strategies

Inform Strategic Decisions

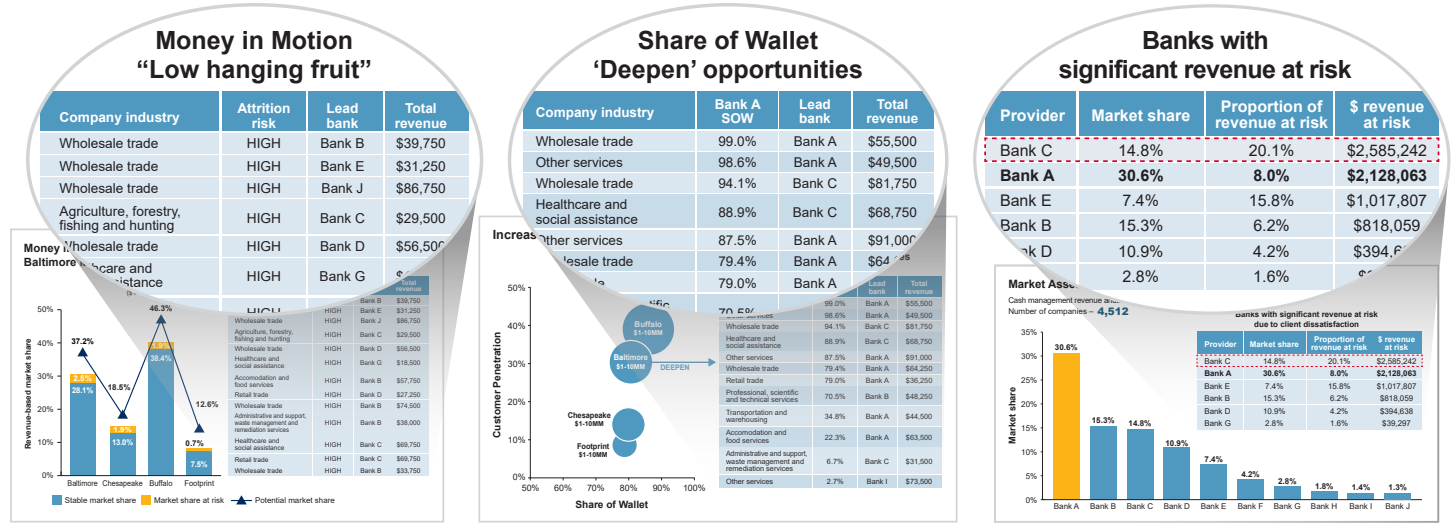
We have amplified the power of our unique, primary data collected from thousands of interviews each year with our proprietary machine-learning algorithms.

Explorer is a business intelligence tool that allows executives to quickly and effectively identify the most valuable opportunities and largest risks specific to their bank to create an informed and quantifiable, winning strategy. This solution is flexible, enabling executives to assess their competitive position and opportunities by region, segment, product, and competitor vulnerabilities.

Prioritize Strategy and Manage Resources

Understanding and evaluating your key growth opportunities and risks is critical to increasing revenue and aligning resources efficiently.

Growth Strategy	Each of your markets and products requires a tailored growth strategy
Acquire	A high proportion of your competitors' clients are at risk of attrition, leaving significant competitor revenue in play
Defend	Clients with significant revenue to your bank are in danger of attrition
Deepen	Your share of wallet is much lower than optimal, leaving a significant portion of revenue on the table
Optimize	Your client mix has a below average wallet size and your revenue potential per client is less than optimal



Request Demo

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