SYNTELLIS | AXIOM

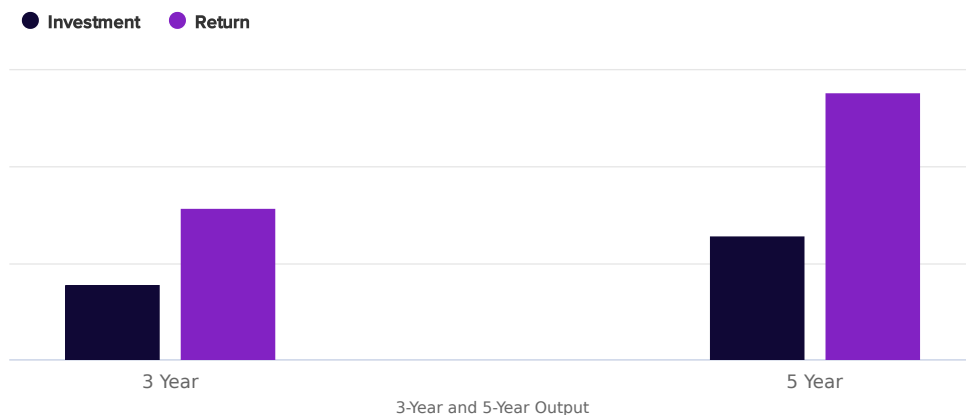## ROI SUMMARY - AXIOM RELATIONSHIP PROFITABILITY & PRICING SYSTEM

The following estimate of return on investment (ROI) was prepared for your organization using inputs you provided. The financial calculations in this ROI tool are based upon data provided by Axiom clients collected by an independent third party, Hobson and Company.

Axiom™ Relationship Profitability and Pricing System helps financial institutions increase profitability and improve efficiencies, providing a framework for institution leaders and front-line staff to:
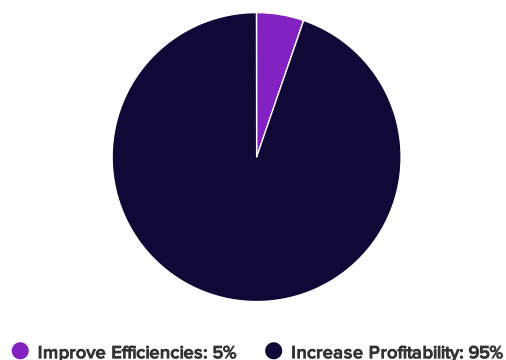
- **Build complex relationships,** linking individuals and businesses
- **Actively manage** complex relationships and portfolios
- **Precisely measure profitability** for every relationship, customer, and account
- **Accurately price potential new business,** seeing its effect on the entire relationship
- **Inform business decisions** through analytical dashboard insights

Your estimated 5-year ROI is:	115%
Months until investment pays back:	8.5
Overall 5-year value created:	$1,384,114
Monthly cost of waiting:	$12,340
Total ROE improvement:	15 basis points

Your Investment vs. Your Return (Cumulative)

Legend: ● Investment ● Return

3-Year and 5-Year Output

How Axiom Can Help You

● Improve Efficiencies: 5%   ● Increase Profitability: 95%

BENEFIT SUMMARY

■ **Improve Efficiencies**

Reduce time spent on relationship analysis by **33%** $73,114

■ **Increase Profitability**

Improve relationship profitability and pricing analysis to increase ROE by **7.5** basis points $655,500

Incentivize profitable growth to increase ROE by **7.5** basis points $655,500

TOTAL VALUE OVER 5 YEARS   **$1,384,114**

Hear directly from our Axiom™ clients:

- *"Axiom includes more costs and profitability metrics that allow us to protect profitability opportunities on existing relationships and determine the risk of pricing." – Director of Finance*

- *"Axiom is very slick and easy to use for relationship reporting. It used to take us a couple of weeks to produce our Top 25 customer list by region because the process was so manual. With Axiom, it takes just a couple of minutes." - VP, Dir Financial Planning & Analysis*

- *"It is very easy to pull the data for these lists. It used to take us days to find the data and now we can create the reports quickly." - VP, Dir Finance*

- *"With RPPS we can print out relationship profitability reports easily on our own." - Dir FP&A*

- *"We could only price based on what others in the market were doing and weren't able to price competitively or profitability based on any metrics." – VP*

- *"Right now, our front-line managers are incentivized just on volume. With RPPS, they will have profitability metrics and we can then incentivize on profit, not just volume." - VP*

- *"RPPS will identify profitable as well as unprofitable relationships so we can maximize the return by appropriately incentivizing our relationship managers. We will save money by reducing non-profitable relationships." - SVP, Dir FP&A*

YOUR INPUTS

Select institution type:

☑ Bank - <u>find a bank</u>

○ Credit Union - <u>find a credit union</u>

○ Farm Credit Association

○ Financial Services Provider

Total assets	$	3,800,000,000

Average equity	$	190,000,000

Number of finance managers involved in relationship analysis	1.00

Number of finance analysts involved in relationship analysis	1.00

MORE INFORMATION

Want a more personalized, detailed analysis?

A Syntellis representative will be in contact with you soon. In the meantime, visit our website at <u>https://www.syntellis.com/financial-institutions/relationship-profitability-pricing-software</u> or contact us at (847) 441-0022 for more information.