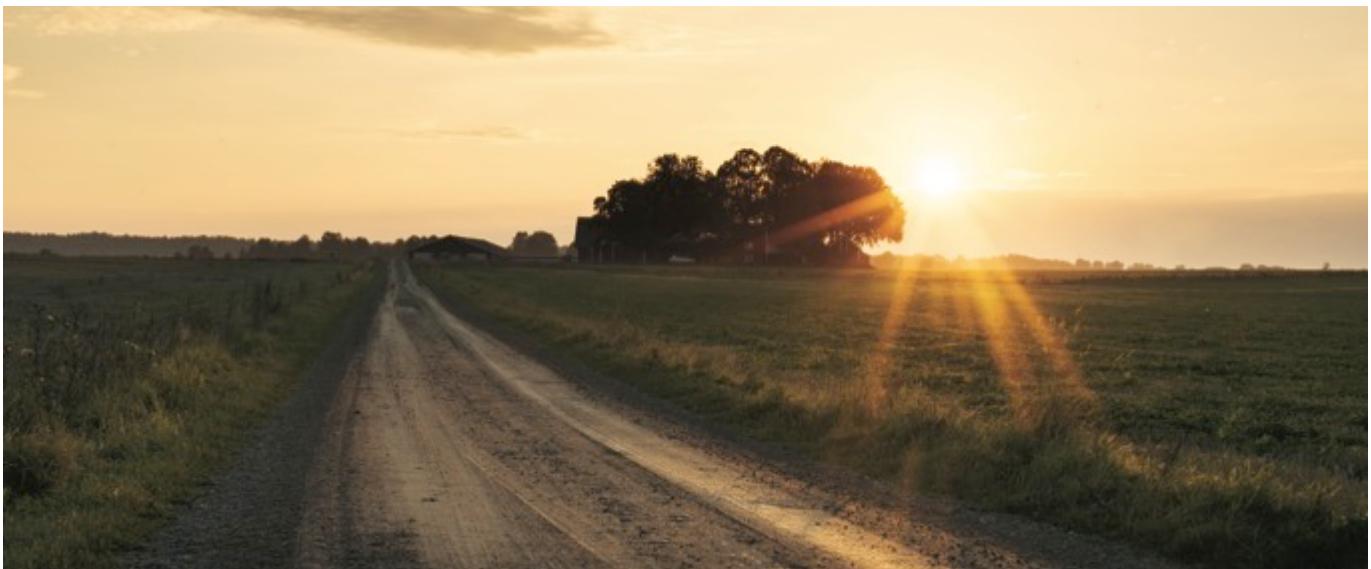# AIM on Target

We believe in helping people make tough decisions.

Let Us Help You Decide

Planning is hard. We can make it easier for you.

AFICOMP Information Management (AIM) helps the company improve our competitive advantage by dramatically increasing the degree of intelligence our business uses to make decisions. One of our AIM Representatives refers to this as "Math-a-Magic." Our Econometricians and Data Scientists prefer the term Predictive Analytics. Whatever you choose to call it, AIM provides the brainpower behind the dashboards and the analytics our company uses to make better strategic decisions.

The AIM organization was designed to create an enterprise-level approach to managing company-wide information. AIM uses data collected from every corner of AFICOMP to improve decision-making through higher mathematics. We do the heavy-lifting of analytics – not simply the tracking, trending and reporting. AIM uses the information collected to build highly scientific models that predict the behavior of clients, potential clients and advisors.

AIM predictive analytics and decision science techniques take the data we use to a new level. Our business partners not only see what happened, they get a clear picture of what will happen next. This leads to better decision making and, more importantly, better results. AIM helps you make the decisions and plan your strategy – *let us help you choose the right path.*

Working with AIM

Take a look at our engagement process to get the most out of building a relationship with AIM to maximize resources and get the best information from your data.

Success Stories

AIM works with business lines across the company. See some of our success stories and read testimonials from our business partners to see how we can work with you.

AFICOMP

What We Can Do For You

Capabilities that work for your business

Do you have limited resources? Competing priorities? Aggressive goals? AIM has access to and knowledge of an extremely broad base of information – and we know how to put it to use for your business. By integrating people, tools and processes, AIM provides decision-making solutions to every area of AFICOMP.

➢ **Integrated Financial Services Model:** Information from Client, Advisor, Prospect, Product and Channel are brought together to drive information-based decisions and strategies.

➢ **Predictive Modelling:** The AIM library has almost 80 predictive models available to the business

➢ **Campaign Services:** The AIM campaign team has the ability to create customer and prospect lists that are compliant, secure, and targeted.

➢ **Consultative Services:** AIM performs complex business analysis and supports strategic decisions

➢ **Measurement Solutions:** AIM has the ability to develop statistically valid hold-out groups as a baseline for measurement. We provide solutions in support of the tracking and measurement of business programs, and for key metrics management.

AIM integrates these advanced capabilities into the company's decision support infrastructure to help you make better decisions for your business and drive shareholder value.

Our Vision

AIM's vision is to deliver a sustainable competitive advantage to AFICOMP by visibly driving information-based decisions and solutions.

Secure, Compliant Data

Data used by AIM includes externally purchased, internally leveraged, and AIM-owned data to provide our customers. All information, lists, analysis and summary reports produced by AIM are well controlled and in compliance with AFICOMP Privacy standards and all federal regulatory requirements. The data used by AIM is accurate for analytic purposes, but is not used for external nor regulatory reporting purposes.

Foresight

Insight

Hindsight

Value

Difficulty

Prescriptive Analytics
How can we make it happen?

Predictive Analytics
What will happen?

Diagnostic Analytics
Why did it happen?

Descriptive Analytics
What happened?

AIM on Target – 2016