



Overview

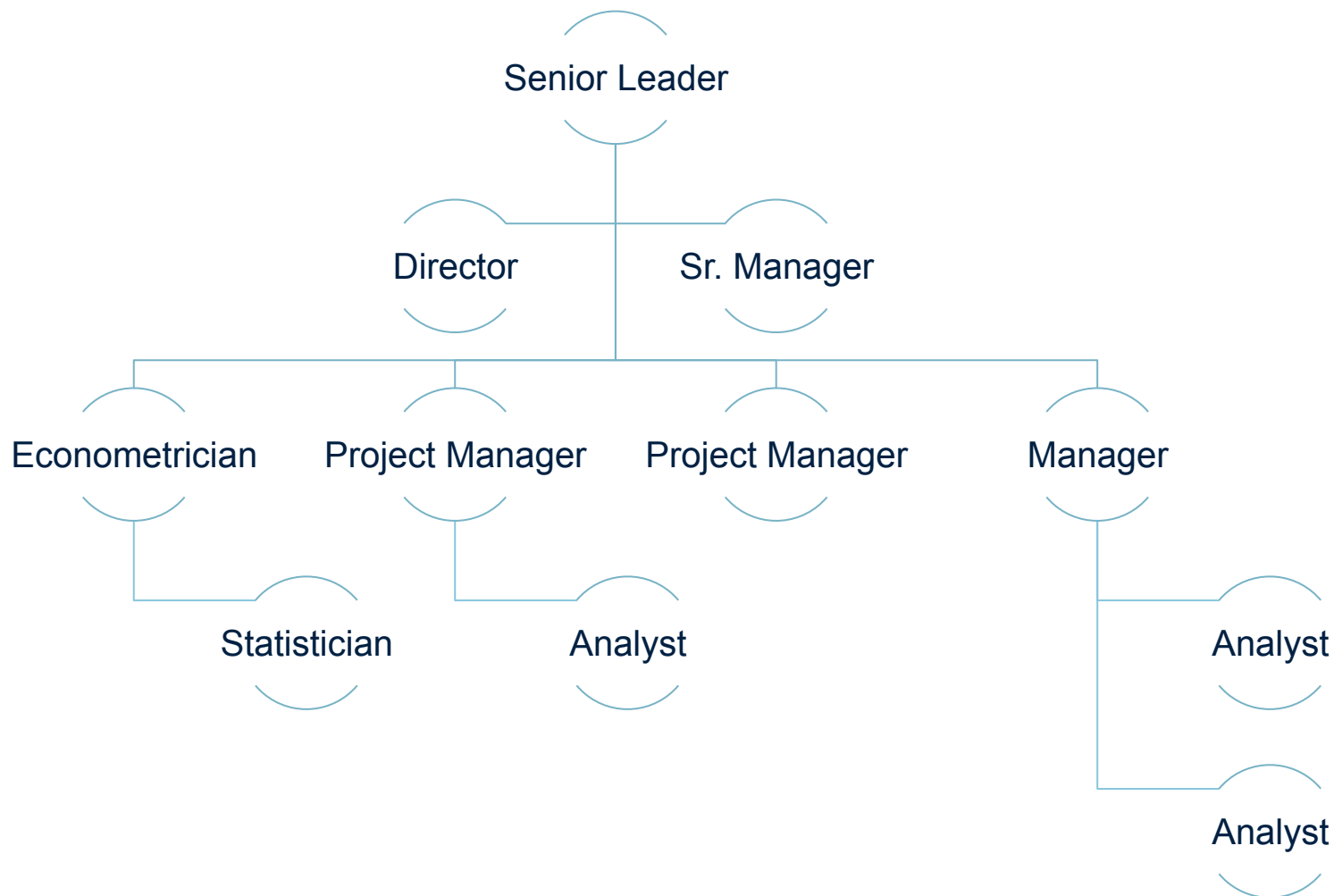


- Introductions
- IM capabilities
- How {XXXXX} can use IM
- Expectations
- Q&A





IM Organization & Leadership





- IM is a part of Mr. Smith's team
- IM is located in both New York and Phoenix
- IM has talent in abundance – a team of 60, specializing in:
 - Econometric Targeting
 - Analytic Decision-Making
 - Programming & Platform Management
 - Software Development
- IM Leadership
 - James Black
 - Peter Piper
 - Vinnie Babarino
 - Jose Rodriguez
- Dave Smith is the Representative for USABC





Information Management



Our Vision

IM delivers a sustainable competitive advantage for COMPANY by visibly driving information based decisions and solutions through the business partners we support.

IM provides three basic types of support for our business partners:

1. **Economic Targeting Programs**
2. **Analytic Decision Support**
3. **Ongoing Reporting and Trend Analysis**

IM integrates these advanced capabilities into the company's decision support infrastructure to drive shareholder value.



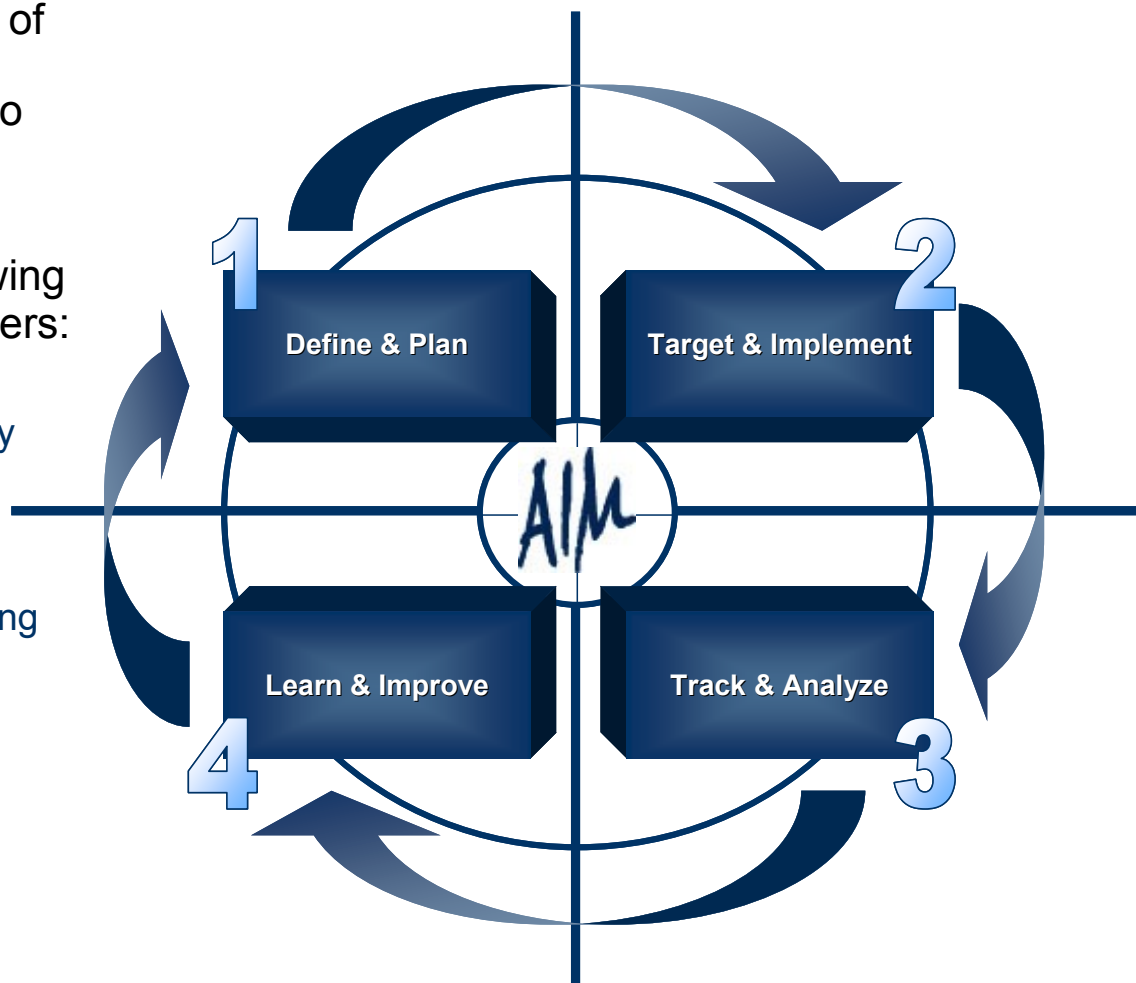


IM – Targeting Your Success

IM has access to and knowledge of an extremely broad base of information – and we know how to use it.

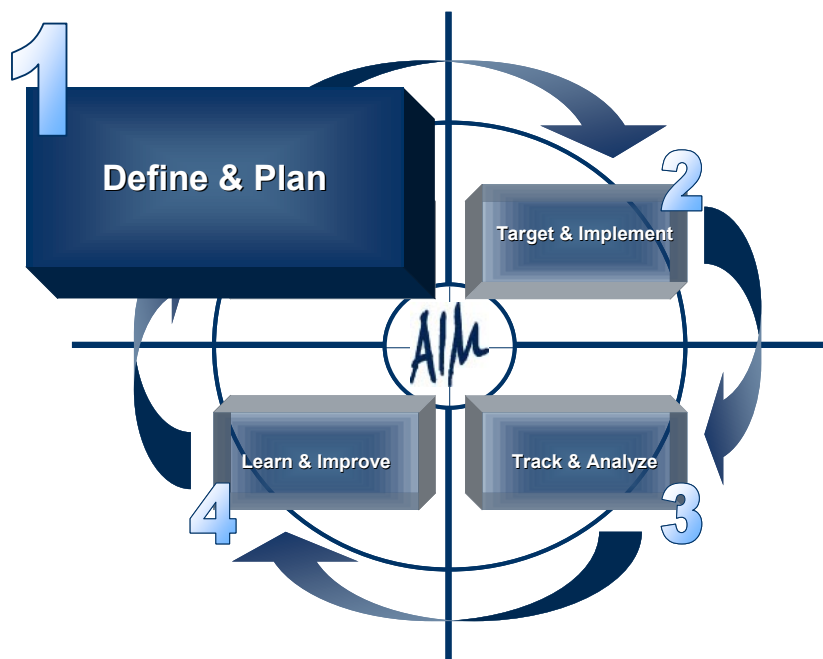
By integrating people, tools and processes, IM provides the following capabilities to our business partners:

- Prospect/Client/Advisor/Product Data Analysis and Strategy Planning
- List Production Execution and Profitability Based Targeting
- Reporting and Performance Tracking



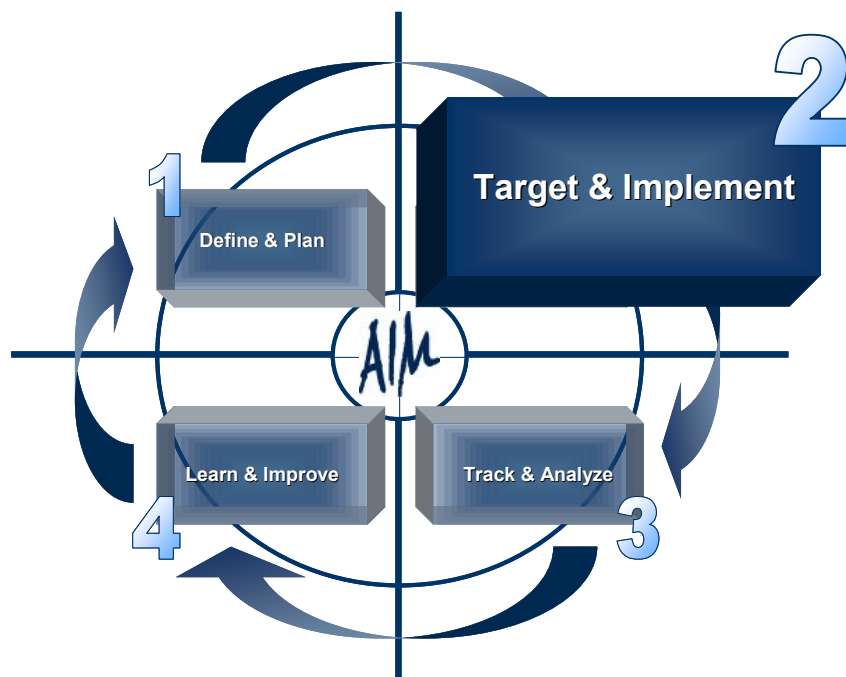


Define & Plan



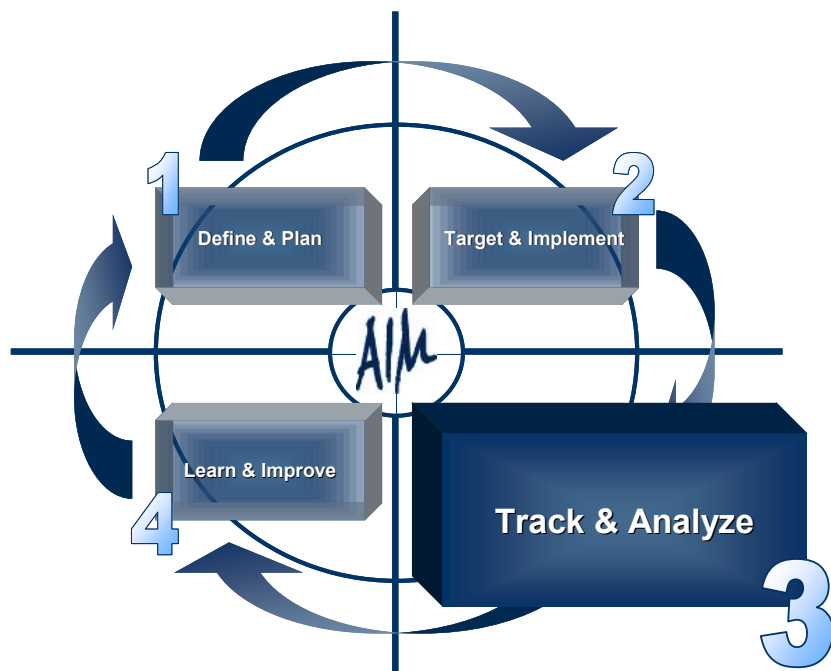


Target & Implement



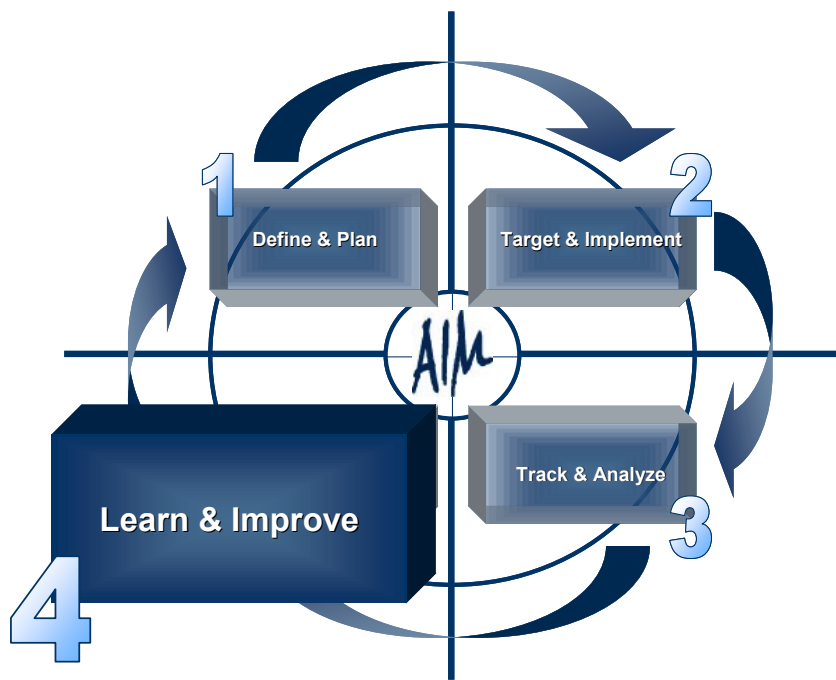


Track & Analyze



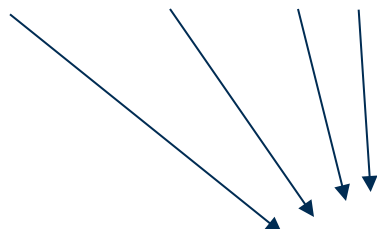


Learn & Improve



IM's Representative Role

{XXXX} Strategic Priorities



IM {XXXXX} Representative ({Name})

- ☑ What's the priority?
- ☑ What is the strategic issue?
- ☑ What is the defined benefit?
- ☑ How do we quantify & track it?
- ☑ What resources are available?
- ☑ What funding is needed?

IM Capabilities

Analytics:

- Predictive Modeling (Econometrics)
- Segmentation and targeting
- Analysis (Customer/Prospect/Advisor Profiling)
- Testing (Experimental Design)

List Production Execution:

- ?????

Reporting & Tracking:

- Dashboard
- Live Query
- Executive Key Indicators
- Integrating predictive modeling
- Ad-hoc analysis

The Foundation: IM's Enterprise Database of Client – Product – Advisor – Prospect data



IM Engagement



IM assigns a Representative to partner with major business lines and establish priorities, processes, and an information strategy to support the targets of that business. IM supports our Representatives with production capabilities, data, technology, and delivery.

Our engagement model provides:

- Alignment with key business partners and their goals
- End to end accountability for business partner relationships
- Information-based decision making

Additional information about IM is also available on our ***Intranet*** web pages.





IM Priorities



1. Driving good decisions
2. Driving business results for our customers
 - Measurable benefits
 - Non-measurable benefits
3. Privacy and compliance

2013 Goals

- Deliver \$27 million in measurable impact through analytics
- Contribute to \$3 million in impact to COMPANY Financial through process improvements, project support, and re-engineering activities
- Strengthen IM's overall approach to compliance, control, expenses and quality
- Improve the IM customer experience for our business partners
- Adequately support initiatives and projects that promote fact-based decision making
- Lead the continuing strategies and delivery of Decision Intelligence and Advisor Dashboard capabilities
- Re-establish a business continuation plan and strengthen our approach to disaster recovery
- Ensure IM has the resources and skills to deliver timely and accurate analytic initiatives and capabilities

