



Financial Institutions

Grow Shareholder Value to Gain Competitive Advantage

Shareholder value and competitive advantage require both intelligence and execution across all facets of your business - customers, employees, products, transactions, costs, profits and channels, etc. Do you know your organization's strengths and weaknesses in the pursuit of competitive advantage?

Delight Customers

85% reduction in time to issue new loans through digitalized workflow & embedded AI
30% reduction in attrition by accurately predicting customer behavior
An increase to **12%** in customer response rates with personalized communications and timely offers

Grow Revenue

30% increase in revenue per customer by knowing & acting on CLTV
100% increase in credit card sales thru personalized offers & optimized campaigns
40% increase in credit card activations in 3 months by creating actionable intelligence

Reduce Costs

50% reduction in marketing campaign costs by optimizing offers
90% reduction in false positives from transaction monitoring
Reduced time to deliver reports & analyses from **20 days** to a few seconds

Stop Losses

80% reduction in 3rd party fraud & significant improvement in synthetic and 1st party fraud with real-time identity validation
Increased collections with **30%** less effort by embedding AI into the process
Made better credit decisions in **5 minutes** to applicants without credit histories by using new sources of consumer info



- Advancing intel involves knowing what's current and past, plus predicting future outcomes and optimizing results considering many possible scenarios
- Advancing execution involves increasing the speed, accuracy, and efficiency when acting on your intelligence

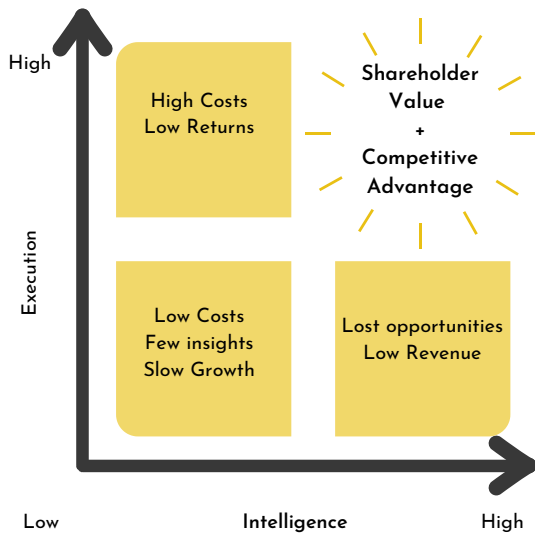




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Do You Analyze How Well Your Organization Performs?

Butterfly can help you steer you in the right direction by increasing your intelligence and execution, through corporate training and business process development. First and foremost, we will help you to identify how you perform compared to other financial organizations, and then identify the areas in which you wish to improve your competitive advantage so your business flourishes.



Butterfly Data can help you from where you are today by increasing your organization's intel and execution in these areas

C-Suite	Crime	Risk	Marketing
<ul style="list-style-type: none"> • Scenario Planning • Exec. Dashboards & Insights • Growth Analysis • Opportunity & Risk Assessment • M&A Risk Mitigation 	<ul style="list-style-type: none"> • Fraud Detection • Investigation & Prevention • Real-time Identity Validation • Know Your Customer 	<ul style="list-style-type: none"> • Risk Analysis & Reporting • Credit Risk Management • Risk Governance • Asset & Liability Management 	<ul style="list-style-type: none"> • Customer Journey and Experience • Next Best Offer • Omni-channel Real-time Customer Engagement