

# AQPROFITABILITY

## INSTANT PROFITABILITY REPORTING WITH FEW RESOURCES

The application leverages the many results from the AQClients360 application and provides a full break-down of profitability across the business. It is an out-of-the-box business intelligence solution with results readily available in seconds.

### FEATURES

- Full visual profitability break-down across products, clients and business dimensions
- Full visual break-down of interest rates across products and business dimensions
- Easy assessments of consequences from interest rate scenarios
- Analyses available instantly to Management and staff with no dependency on IT

### NEW BUSINESS INSIGHTS

- Easy identification of 'low hanging fruit' in optimizing profitability
- Easy identification of structural differences in profitability across the business
- Easy identification of structural differences in interest rate levels across the business
- Allow for easy assessment of profitability consequences from interest rates scenarios
- Visualizations supporting deep new insights by providing the full story graphically
- Support answer questions like where are high/low performers across: products, product types, client types, client segments, individual clients, rating classes, age groups, regions, branch offices and financial advisors.

### RESOURCE OPTIMIZATION

- Management & staff have reduced dependence on IT and other reporting units
- Saves time for Management & staff as reporting results are always readily available
- Resources to BI development and maintenance can be significantly reduced
- Reporting and results are consistent as it is systematic and automated - not ad-hoc

### BANK LEVEL VALUE CREATION

- Stronger foundation for optimized management decision-making
- Resource effectiveness – results always readily available
- Resource effectiveness – less BI development and maintenance



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