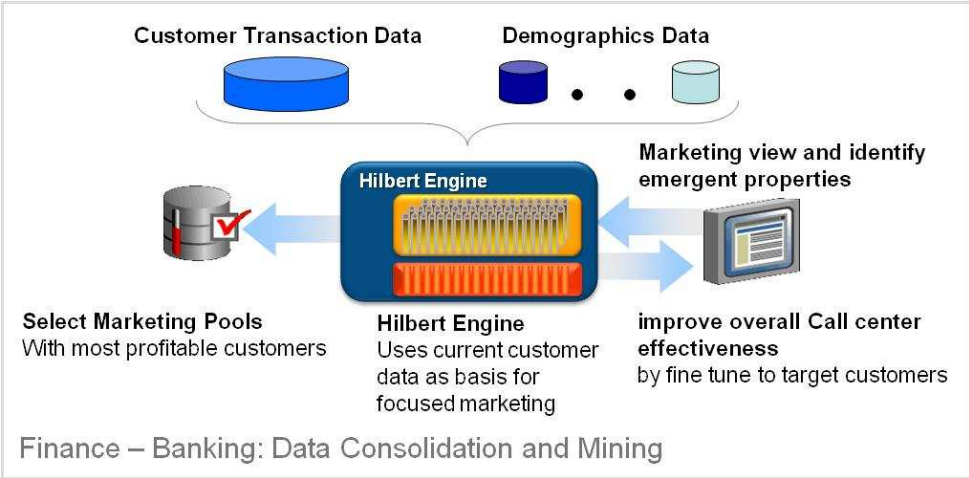


Where Speed Translates to Profits

Industry: Finance – Banking
Application: Data Consolidation and Mining
Hilbert Products: Hilbert Engine, Hilbert ExploreData

Business Challenge: A major European Bank maintained data in disparate systems, “stove pipes”, and could not analyze their data to identify ways to increase profitability of marketing and customer service.

Business Scenario:



Business Solution: The Bank used the Hilbert Engine to consolidate customer data into a single database - an essential pre-condition for carrying out analysis and segmentation. Analysis of the data with Hilbert ExploreData discovered more profitable combinations of products, services and customers for effective One-to-One Marketing. A 360° view of the customer enabled the bank to give a better customer service in their call centers. Call-center agents, who can quickly call up a record of the customer's previous purchases, can see which products that customer has already bought and better tailor available offers to that customer. Enrichment of customer records with lifestyle variables will provide 360° customer views that help identify which customers will offer the most return on investment.

FINANCE – BANKING INDUSTRY OVERVIEW



Business Benefits:

- “Stove pipes” of data are broken down so that multiple data sources can be combined to reveal business critical information
- Data is now analyzed quickly and accurately
- More efficient and effective marketing campaigns are performed
- Customers with higher profit margin are now detectable
- Call center personnel are more motivated
- Calls are better targeted to prospective customers and all relevant information is at their fingertips
- Customer satisfaction increases and cross- and up sell potential is realized

About Hilbert:

Pennsylvania based Hilbert Technology Inc. is an international provider of data management and analysis solutions for large and medium size enterprises worldwide. The offering is based on the revolutionary, patented Hilbert Engine technology for the ultra high-speed access, manipulation, storage and analysis of large volumes of structured and unstructured data. The Hilbert solutions are offered as industry or process specific solutions. Organizations in public services, law, government, finance, communications, whole- and retail sales, transportation & tourism and chemical & pharmaceutical can employ Hilbert solutions to gain unparalleled speed in access and analysis over large data volumes.

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