

## *Core Systems - Helping Banks Focus on Opportunities*

There are some positive aspects in the current environment that should provide hope for banks. One of them is that there is approximately \$13 trillion sitting on the sidelines awaiting an anticipated upturn in the economy that will bring those dollars back in. Many experts believe that the \$13 trillion will move back into the economy and the markets in late 2009 and 2010, thereby stimulating lending, jobs and economic activity. The important thing to realize is that recessionary environments are the most effective time to steal market share, and that marketing and technology investments can be much more effective in this environment. Bottom line: The survivors will not be the banks that stand still.

Our Customer Relationship Management and Business Intelligence tools are ideally suited to help banks weather the current economic storm and position themselves for a brighter future. CRM helps banks develop richer customer relationships, while using fewer resources. Our cView product can help reduce employee training requirements, more easily create and manage referrals and service requests, and ensure that customer portfolios are top of mind for relationship managers.

It should be noted that CRM is inherent in our base application. Unlimited use tools, such as user-defined fields, notes and ticklers, allow our clients to build stronger, longer-lasting relationships. Our unique data model is designed around people and their relationships with accounts, which exploits the interactions and knowledge of the relationship held by the bank. Our clients are able to foster more comprehensive relationships with their customers than their competitors.

Integration is key - we offer real-time integration across all touch points: IVR, ATM, point of sale, Internet and branch. In action, this delivers the ability to offer more products, more quickly; creating deeper relationships and increasing market share. Just as importantly, our relational database model does not have redundant customer information. Customer information exists in one place in the database - not in each application - so the data is accurate, improving the efficiency of customer service and marketing efforts.

After investing more than \$40 million in people, processes and technology over the past two years, Open Solutions is ready to move forward. The company has a dynamic road map in place that includes taking advantage of the technology they already have in place - .Net and SAF. The base technology the company has built its core platform (dnaCore) on allows Open Solutions to extend features and functionality above the development layer as extension applications. Clients will have access to a state-of-the-art "toolkit" for development and hosting of tools, best practices and governance. Clients and Open Solutions' development team will be able to build, certify and release extension applications that will benefit the entire range of community banks.



**David Mitchell** is Senior Vice President & Chief Marketing Officer for Open Solutions Inc. and is responsible for strategically directing Open Solutions' global product management, domestic and international alliances, and all corporate and product marketing efforts. Mr. Mitchell received a Bachelor of Science degree in marketing from Central Connecticut State University and earned his certificate of Special Studies in Administration and Management from Harvard University. Open Solutions' full suite of products and services is designed to allow banks to better compete in today's aggressive financial services marketplace, expand and tap their trusted financial relationships, member affinity, community presence and personalized service.