Ramping Up The Banking Industry Through Location Intelligence

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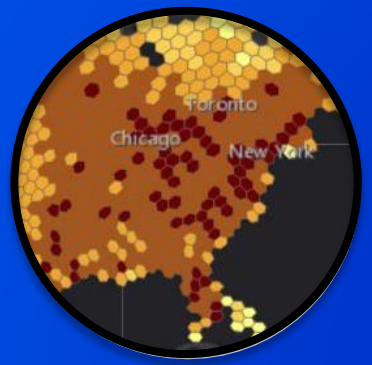
Esri Indonesia Commercial Team

SEE WHAT OTHERS CAN'T

Financial Services Users

and many more..

Financial Services Challenges

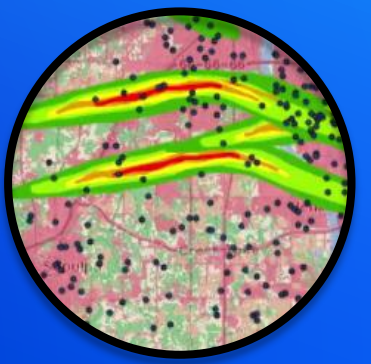


measuring

SIZE, SHAPE, AND DISTRIBUTION

finding

THE BEST LOCATIONS AND PATHS

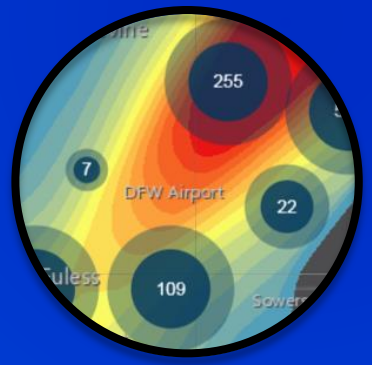


making

PREDICTIONS

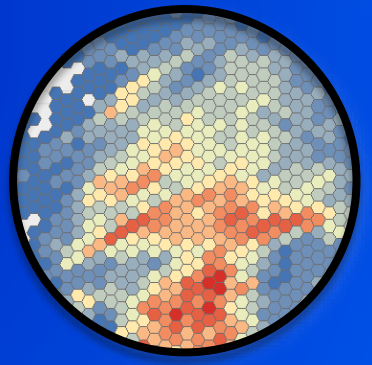
understanding

WHERE



determining

HOW PLACES ARE RELATED



detecting & quantifying

PATTERNS

Uncover hidden opportunities for a competitive advantage

Global Use Cases

informa

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FinTech BankingTech PayTech RegTech WealthTech LendTech InsurTech

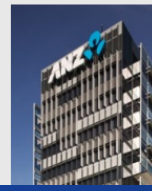
FINTECH FUTURES

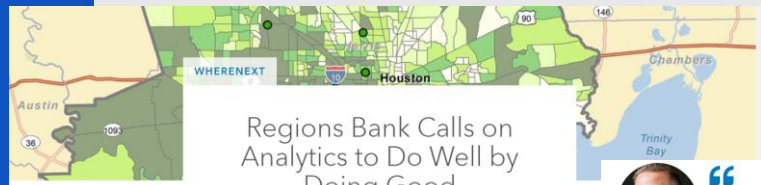
BankingTech

How ANZ used mapping in its merger with National Bank

Written by FinTech Futures 22nd September 2015

When ANZ decided to make its acquisition of New Zealand's National Bank into a single brand, it had some wide-ranging rationalisation ahead of it to reduce costs while expanding service coverage.





Regions Bank Calls on Analytics to Do Well by Doing Good

by Alex Martonik | Location Strategy | November 7, 2017

Nearly a decade after the global financial crisis, as banks continue to adjust to a raft of new regulations, some are prioritizing going above and beyond the call for compliance and focusing on a new bottom line that incorporates doing well by

Without the technology and without the science to back things up, you become dependent on essentially gut feelings, right? I think everybody's comfortable saying that gut feelings got a lot of people in trouble seven, eight years ago.

Grant Mullins, Regions Bank

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Esri Location Analytics Steers Growth at Bank of Clarke County

Hyperlocal Community Bank

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April 24, 2014

Redlands, California—Esri announce branches throughout Northern Virgini performance and customer insight. Es bank directors to better visualize and growth strategy with opportunity while

"Esri Location Analytics is helping our grow into a new marketplace, instead

Visualizing the results

What drives each plan?

- Customer Environment – channel and network location preference
- Demographic Inputs – job growth, daytime households, population growth, traffic
- Competition – retail synergy, how many and location, financial hubs
- Site Level Inputs – Network fit, opportunity, sales revenue, portfolio revenue, potential balances

Bank of America

Forbes Billionaires Innovation Leadership Money Business Small Business Lifestyle

12,772 views | Aug 21, 2014, 03:22pm

Bank of America's Data Mapping Adds $1 Per Share

Tom Groenfeldt Contributor

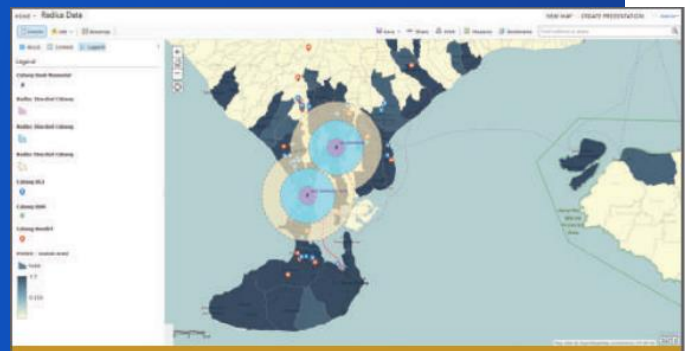
Enterprise & Cloud

I write about finance and technology.

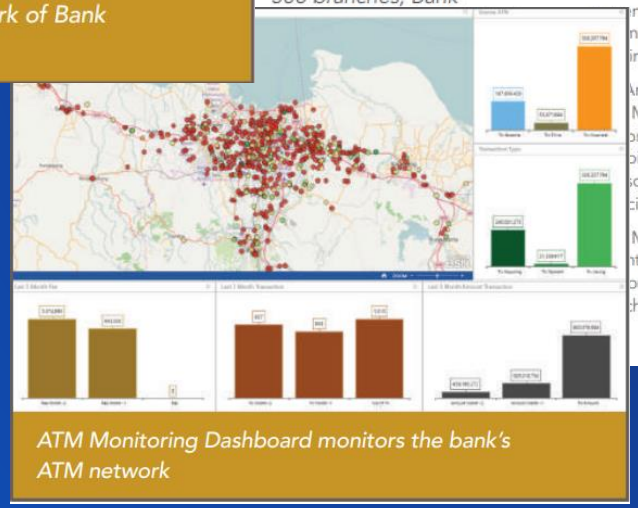
By being smart about its network of branches and ATMs, Bank of America BAC +0% has reduced its annual expenses by $800 million while losing very few customers.

Cutting the operating costs of the ATMs and branches from $5.5 billion to $4.7 billion "works out to be about a buck in the share price," said Jon Voorhees, senior vice president for retail distribution execution, in a presentation at Esri's annual mapping conference.

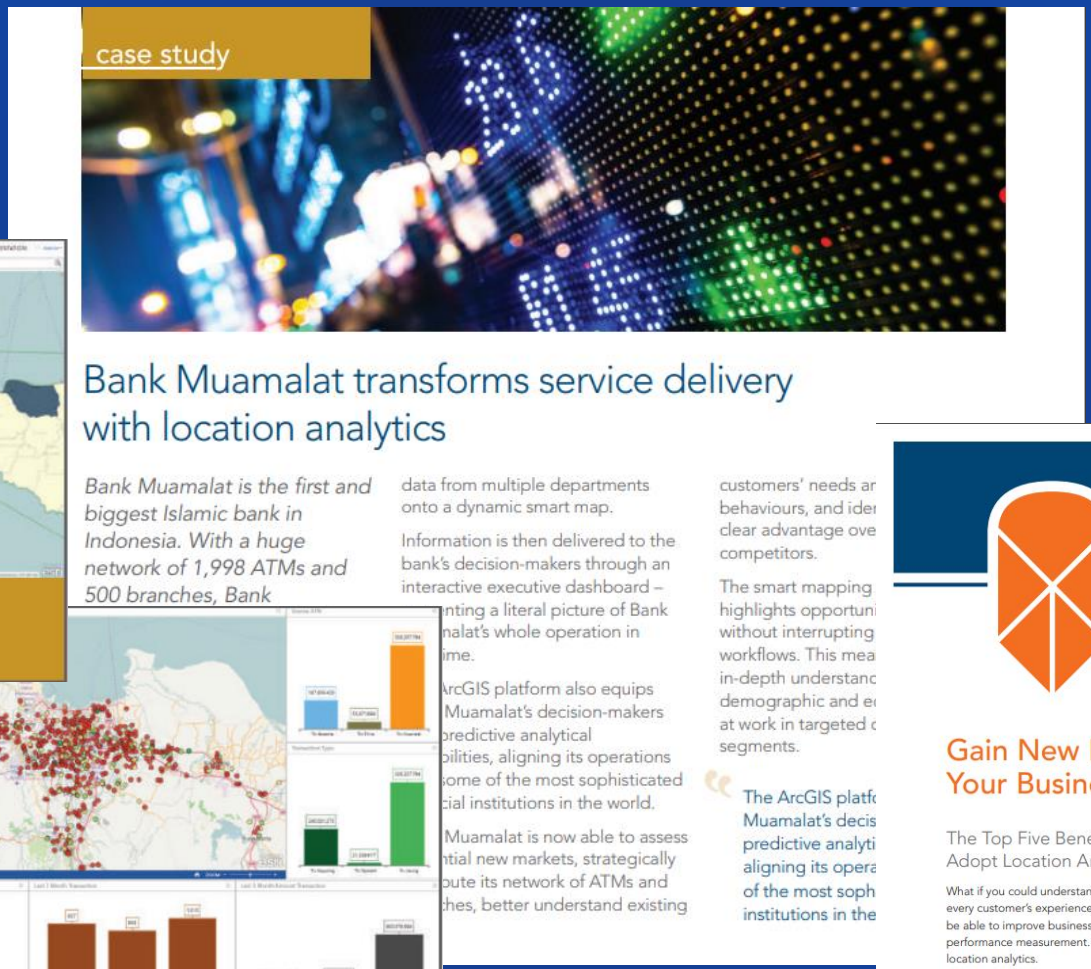
Indonesia Use Cases

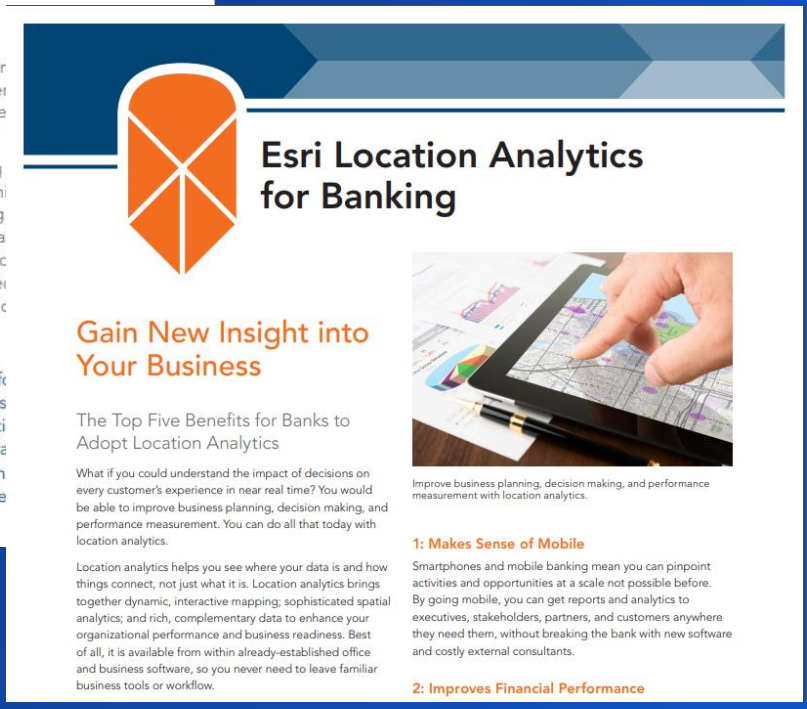


WebMap to analyse the asset network of Bank Muamalat and its potential market



ATM Monitoring Dashboard monitors the bank's ATM network





Bank of America

- From 6151 branch to **4667** branch
- Reduce **$800 milion** operational cost
- 77% to **88%** ATM usage
- **2** from 3 customer still go to bank

Source: https://www.fintechfutures.com/2015/09/how-anz-used-mapping-in-its-merger-with-national-bank/

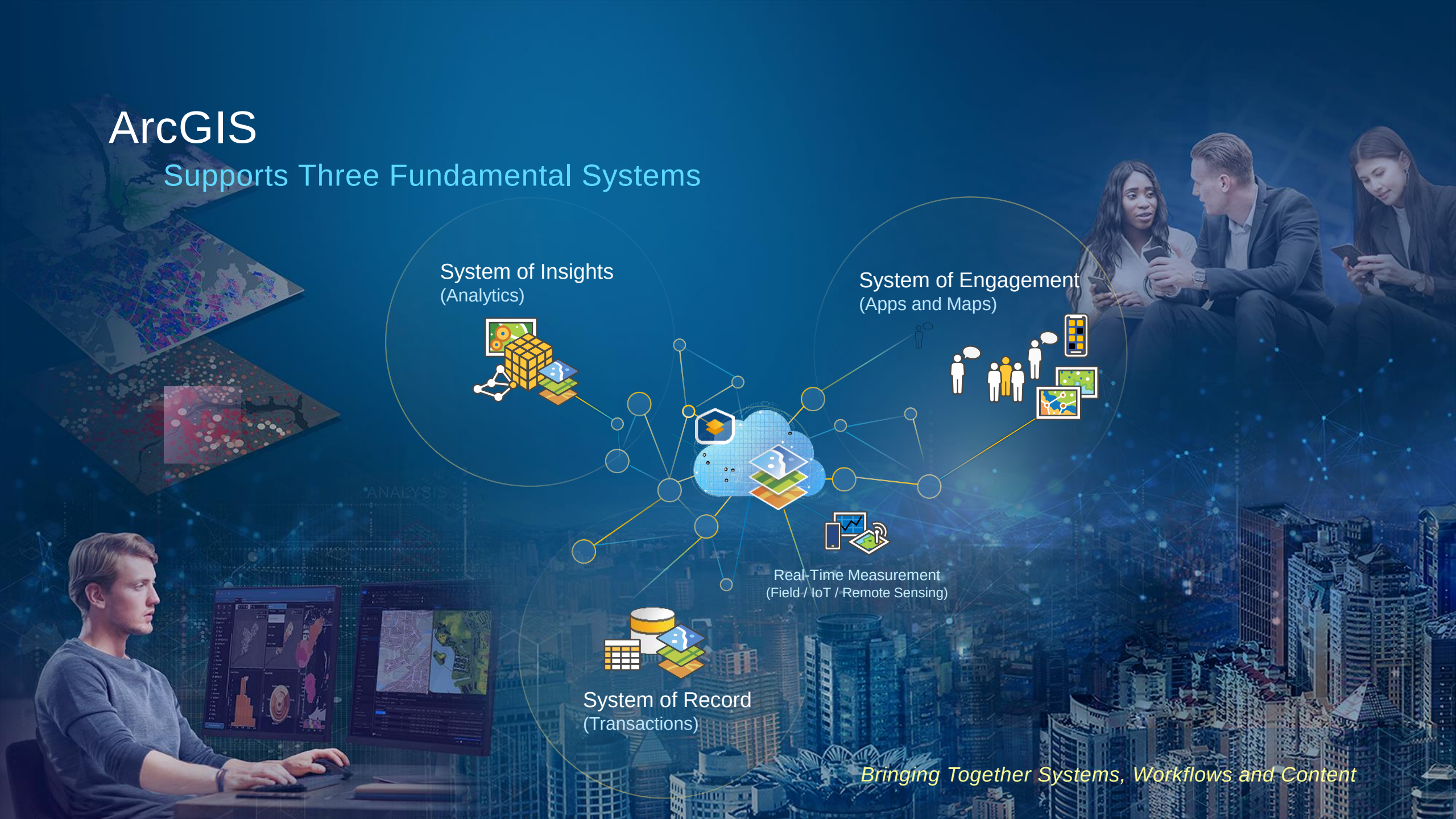
ANZ

- Open **9** new branches
- Cost per income drop from 42,7% to **38,9%**
- Lending increase **5%**
- Deposit increase **8%**

Source: https://www.forbes.com/sites/tomgroenfeldt/2014/08/21/bank-of-americas-data-mapping-adds-1-per-share/#3d074e9c79c3

ArcGIS

Supports Three Fundamental Systems



Bringing Together Systems, Workflows and Content

Market Development

Strategic Planning

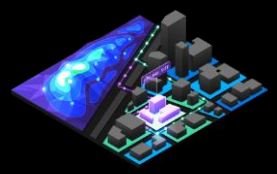
Market Optimization

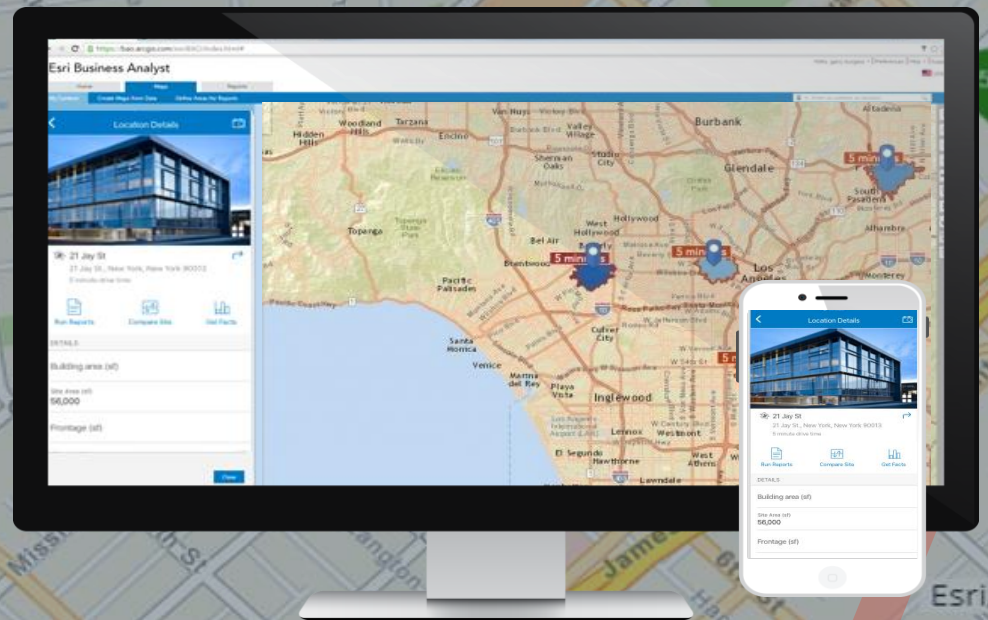
Business Reporting

Performance Monitoring

1. Site Collector

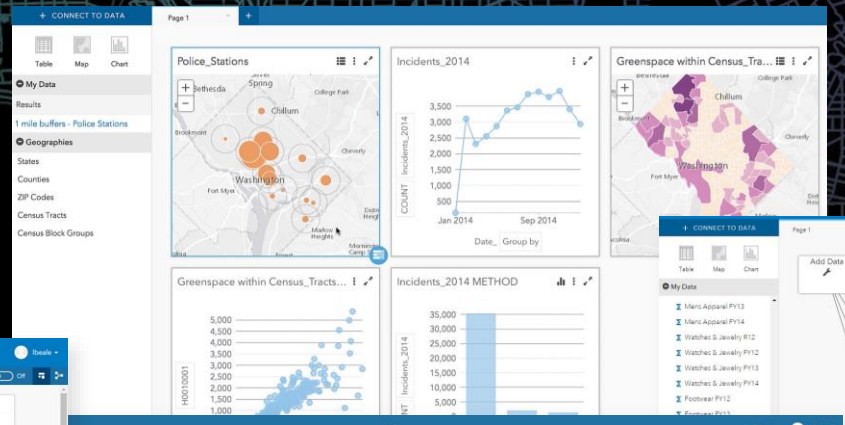
- Field Data Collection
- Enables Faster Time to Market
- Capture both Site Photos and Data
- Users: Field Real Estate deal makers, partner brokers, Real Estate Analysts,



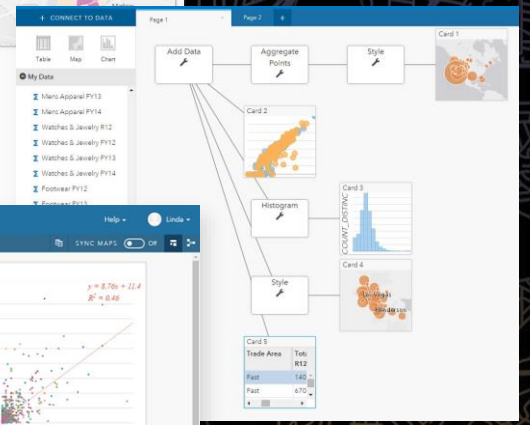


2. Customer Analysis

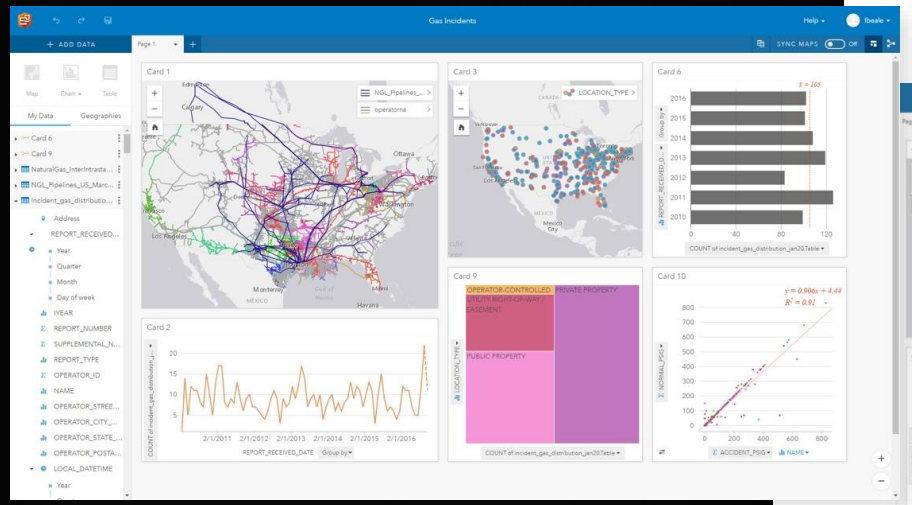
Linked and Responsive Charts and Maps

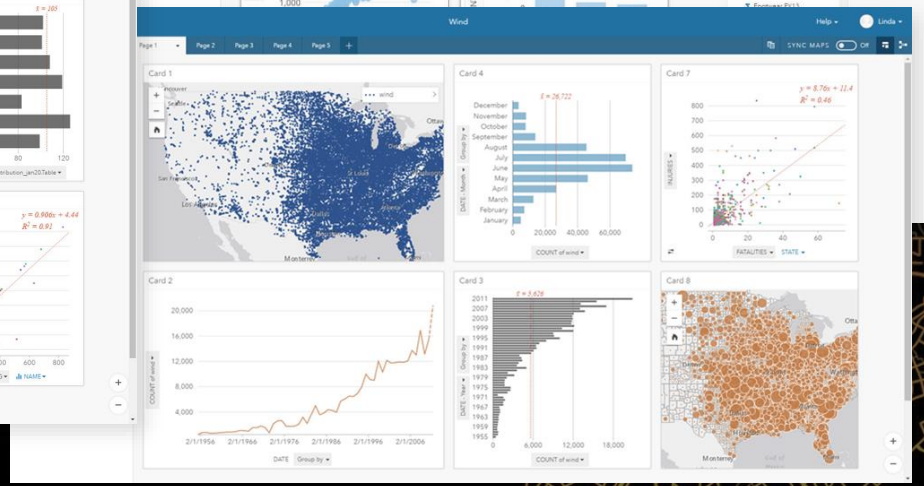


On-the-Fly Visual Models



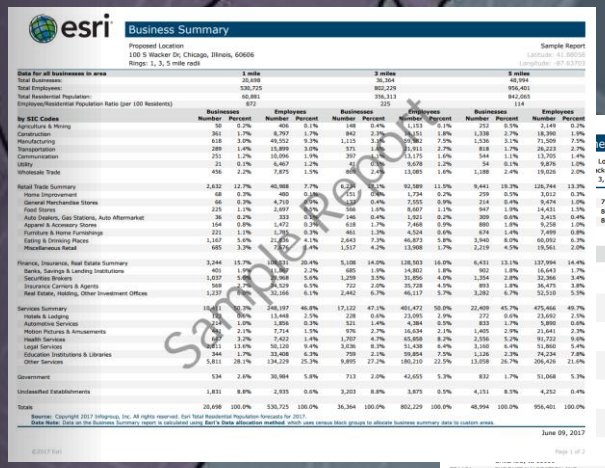
Integrated Spatial and Tabular Analysis

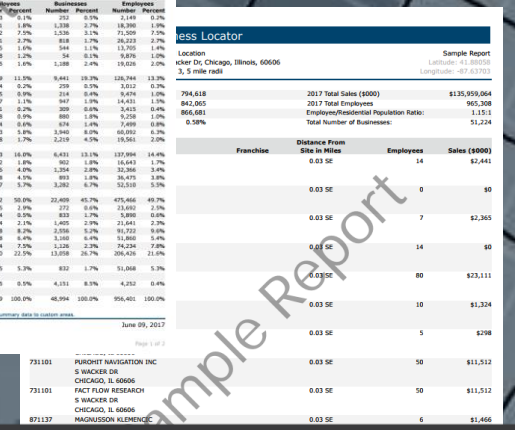


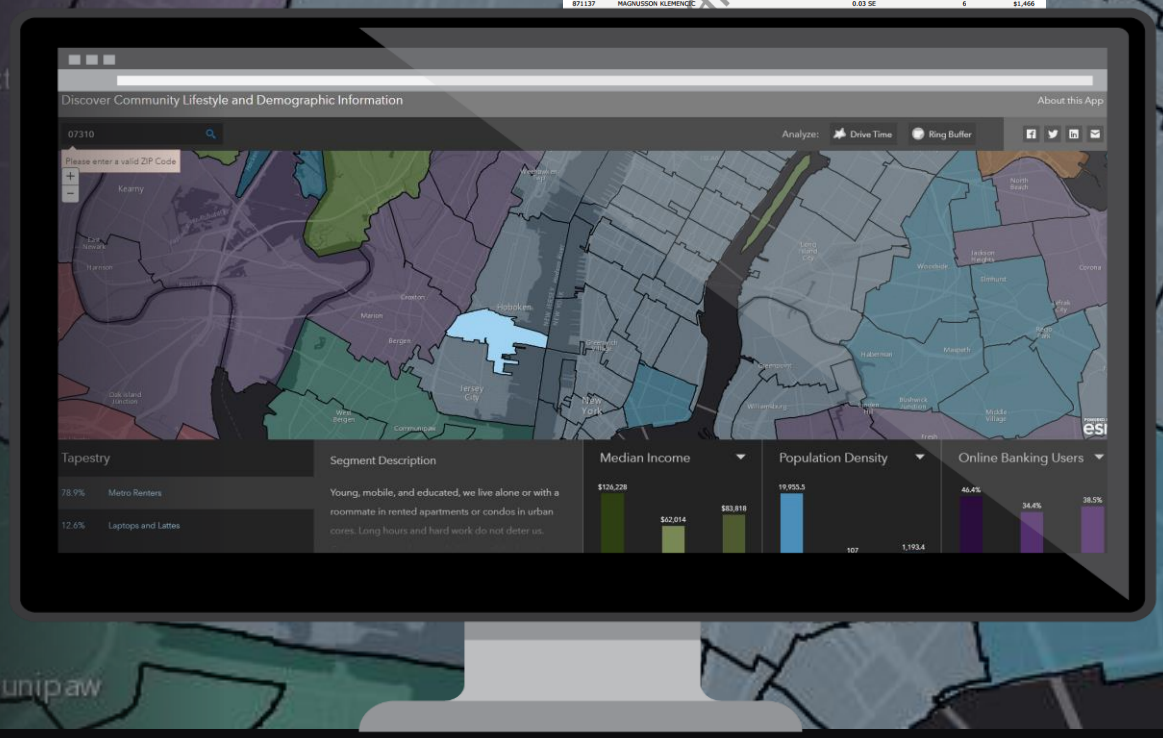


3. Site Analysis

- Site Selection
- Suitability Analysis
- Find Best Potential Location
- Users: Field deal makers, research analysts, marketing non-analysts, research and customer analytics analysts.

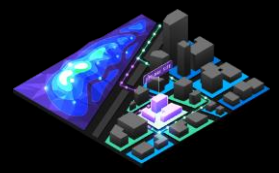


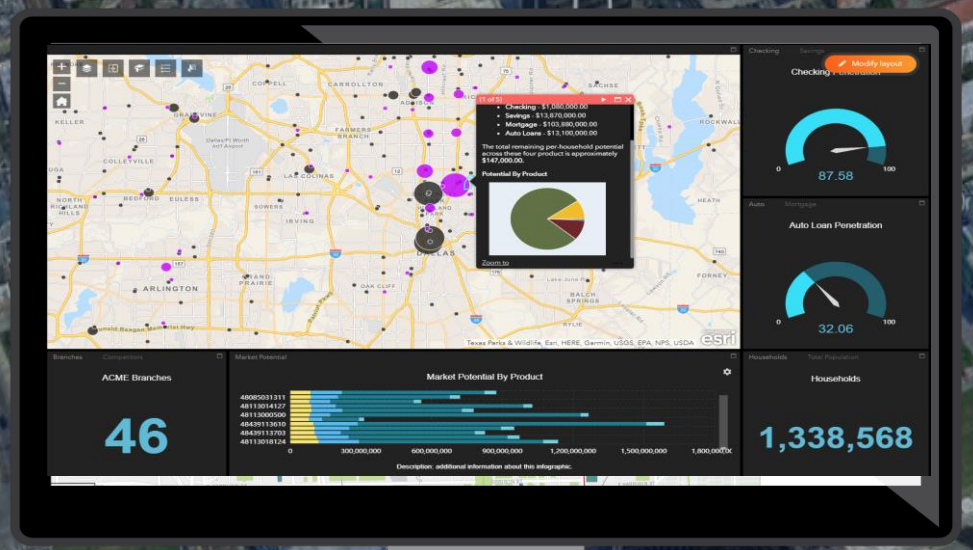




4. Market Potential

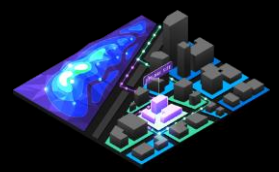
- Detailed Property & Marketing Information
- Entire Portfolio at Your Fingertips
- Quickly understand market opportunities
- Users: Analysts, managers, directors, and executives in Real Estate, Marketing, and Merchandising

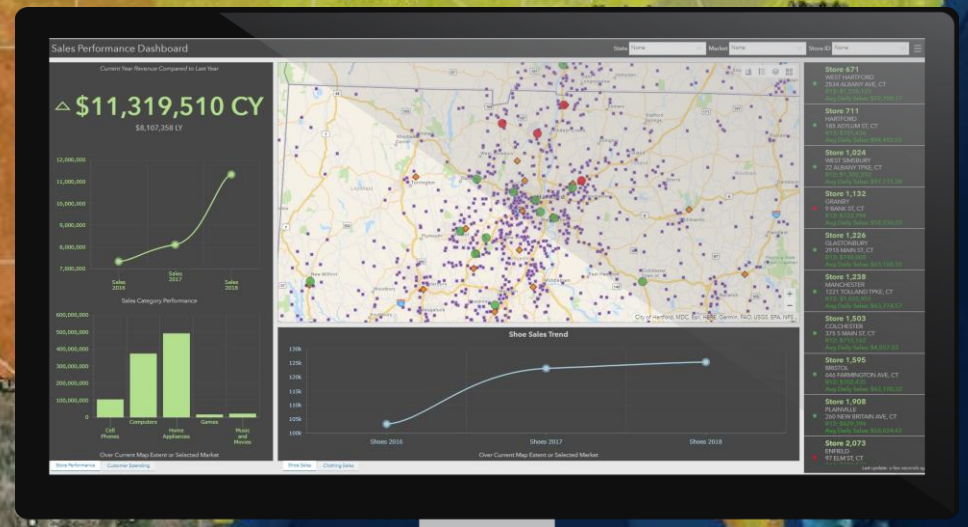




5. Sales Performance

- Identify Untapped Markets
- Review Sales Performance
- Allocate Resources
- Users: All potential users in Real Estate, Marketing, and Merchandising



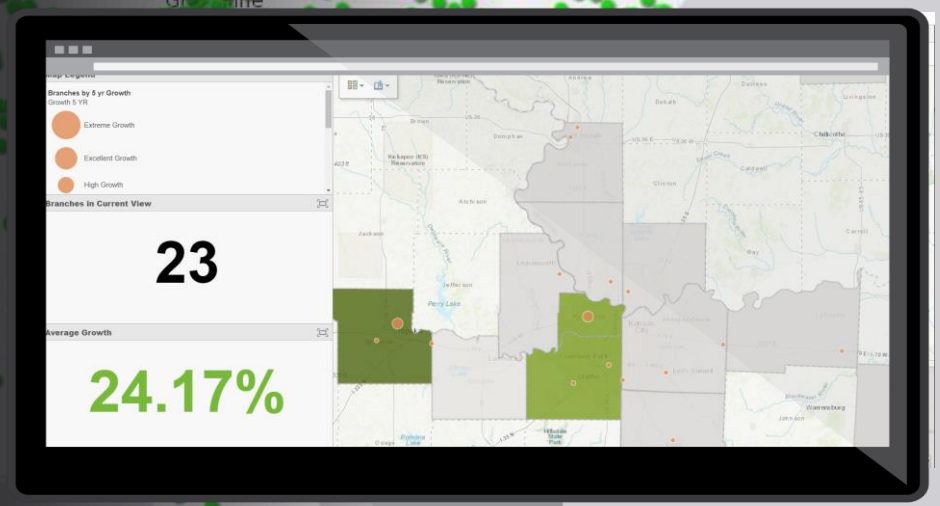


6. Network Optimization

- Measure impacts that closure and relocation scenarios would have on customers and employees
- Leverage street networks and customer locations to identify optimal network configurations
- Quantify levels of market overlap and pinpoint high-potential gaps

7. Branch Performance

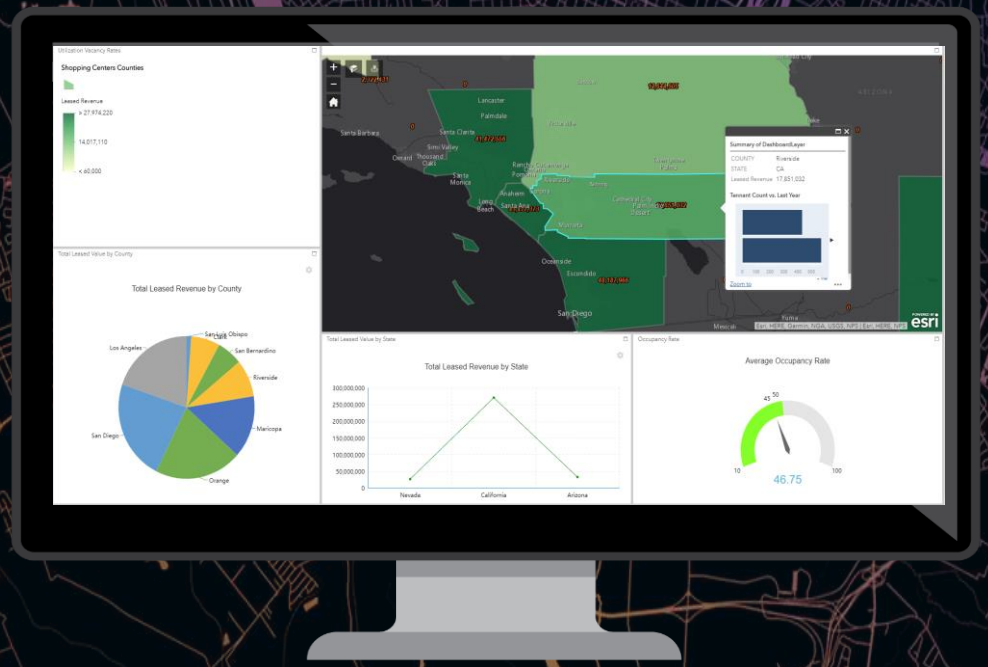
- Gain deeper insight into your current markets
- Determine banks at risk due to lower than expected deposit totals or customer attrition
- Identify staffing skills and training needs for each branch
- Close, relocate, or remodel facilities not meeting market potential

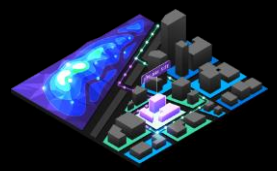


Esri, HERE, DeLorme, MapmyIndia, © ... the GIS user community
POWERED BY esri

8. Executive Review

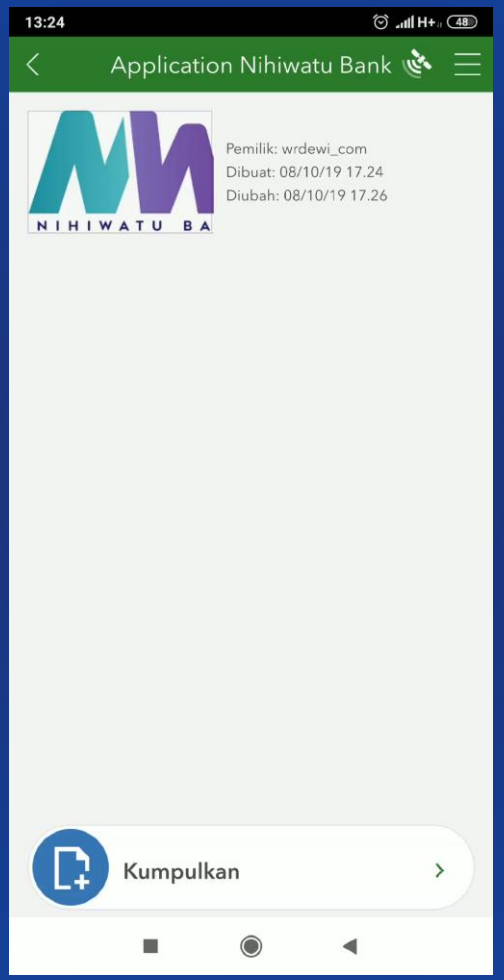
- Review
- Executive Overview
- Decision Support
- Users: Real Estate / Marketing analysts, and all attendees of the Real Estate Committee (REC) Meeting.



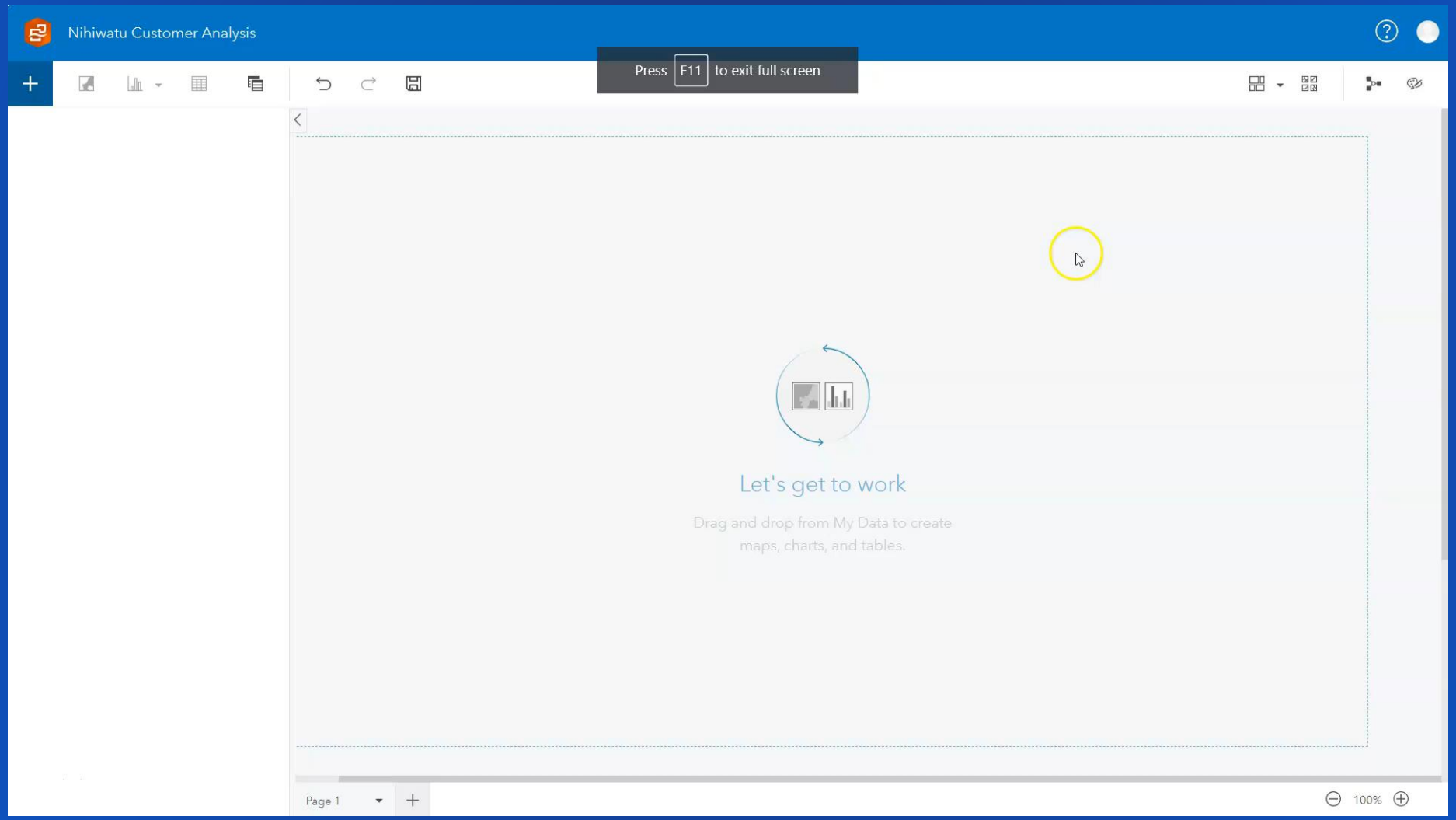


Demo

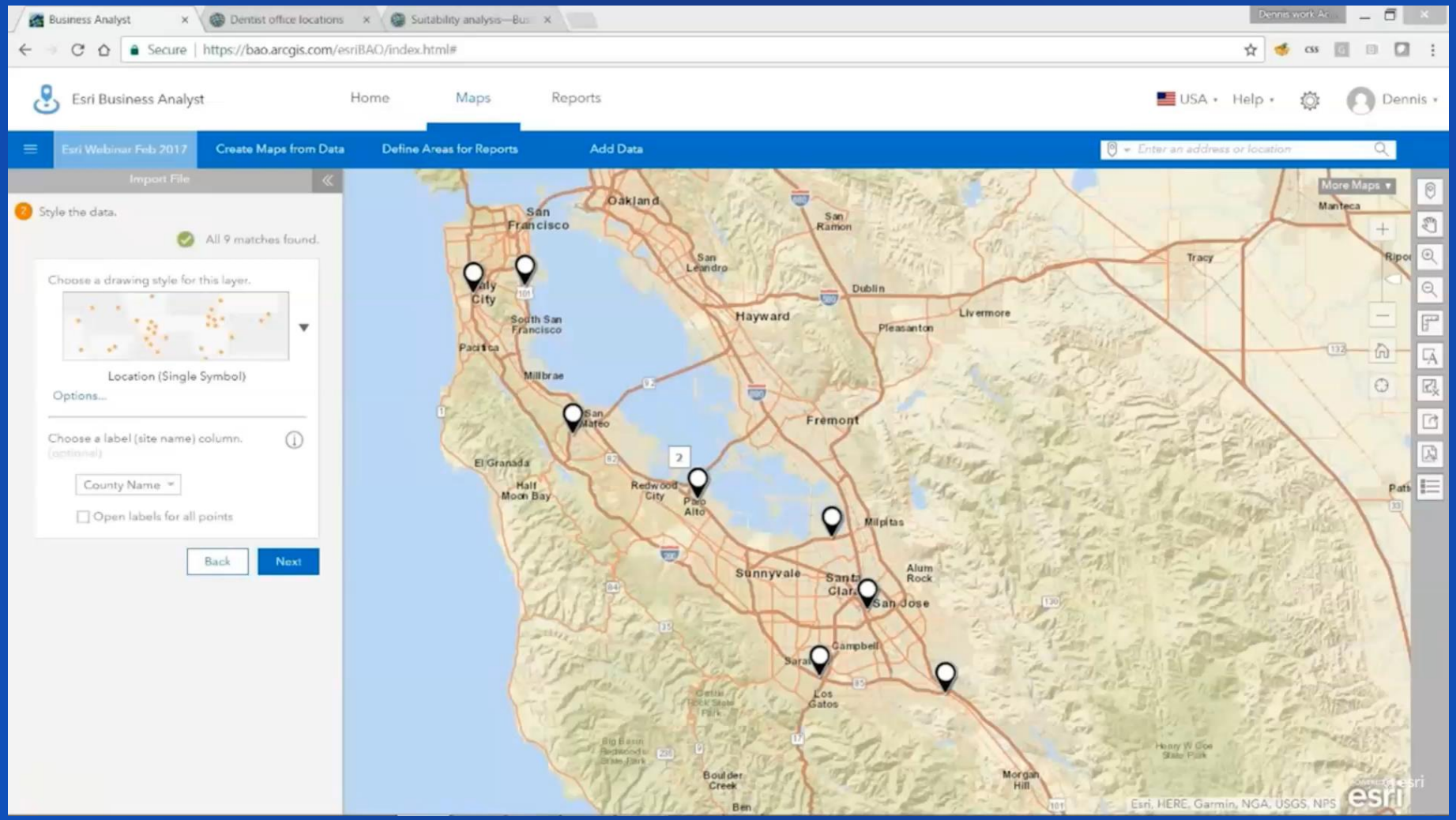
Site Collector



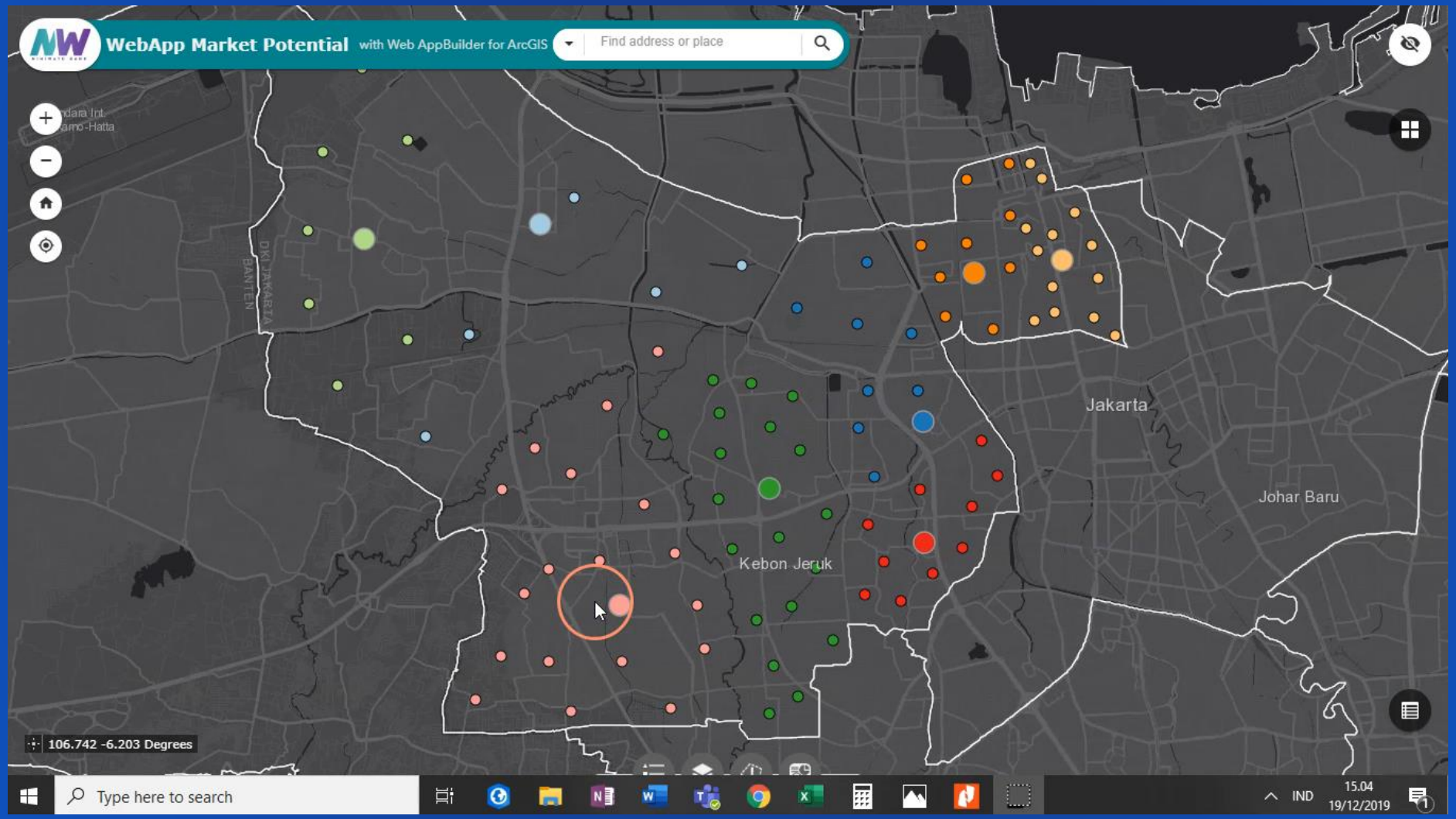
Customer Analysis



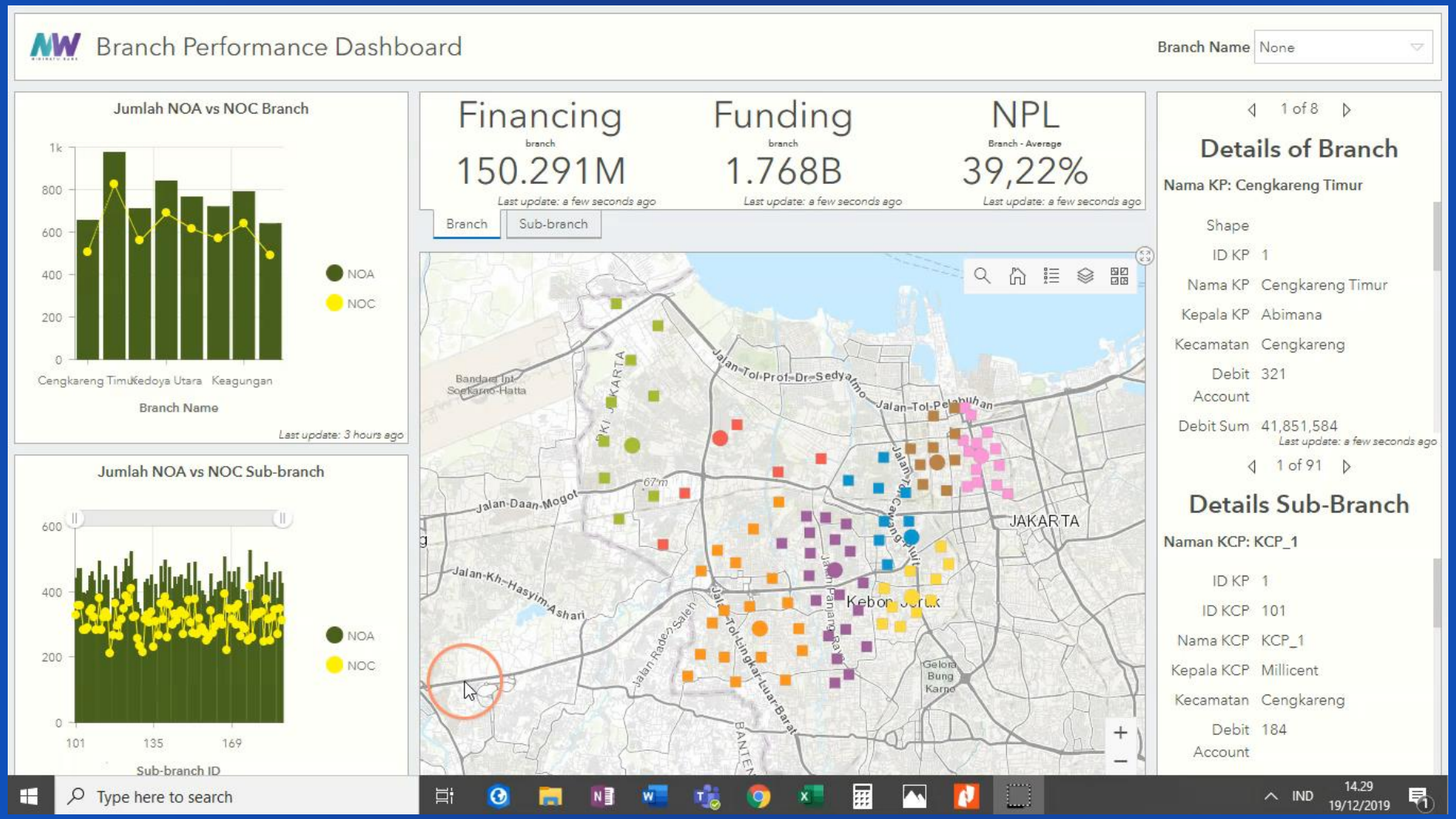
Site Analysis



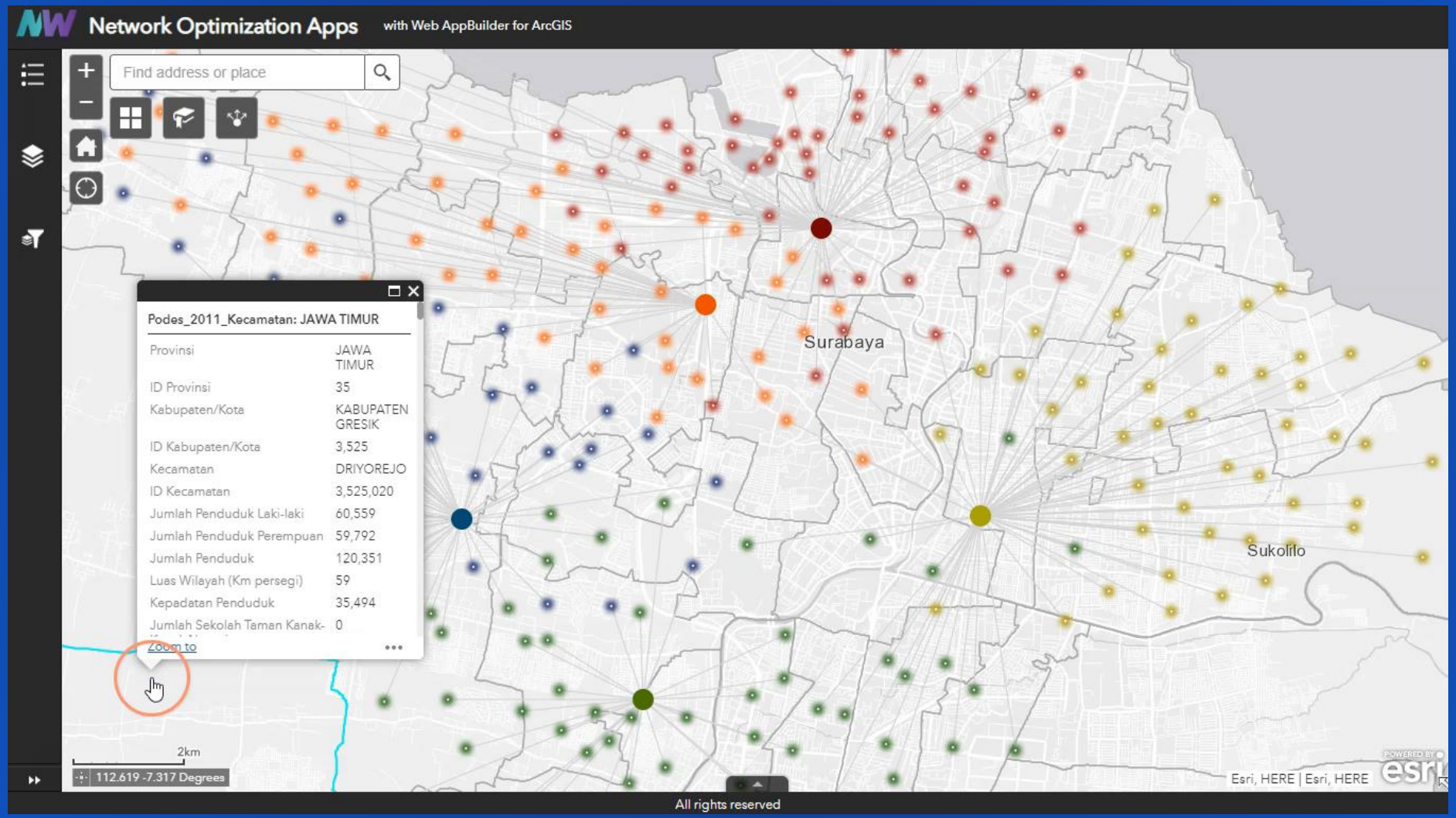
Market Potential



Branch Performance



Network Optimization



Thank You

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