



# Advisory Services

## It's time to stop leaving money on the table.

In Treasury Management, winning business is no longer about selling products—banks must uncover customer needs and translate products into customer solutions that create value. Today, too many banks are leaving money on the table when they could be unlocking growth—for themselves and their customers.

As a case in point, Remote Deposit Capture (RDC) has been around for over a decade, yet banks have captured less than half the potential market. RDC penetration varies widely among banks—and the variance is not due to differences in target market or solution capabilities. Performance varies because banks differ in their ability to uncover opportunities and create value.

## RDC penetration among bank's customer base



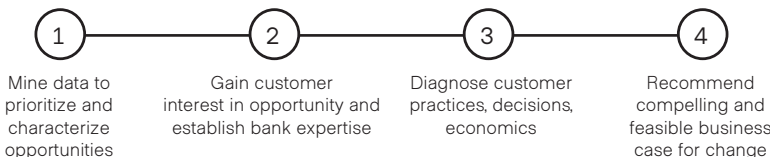
Source: Analysis of Deluxe customer base.

Translating products to solutions is particularly critical for Integrated Receivables (IR). Integrated Receivables has emerged as a powerful but complex solution that offers tremendous growth potential. But the capabilities of IR are meaningless until they create value in a customer setting. An advisory sales process is critical for success.

## Accelerate treasury management revenues by connecting the dots between product and sales

Increasingly, a bank's performance is tied to its ability to translate treasury management products into customer solutions. Deluxe Treasury Advisory Services is here to help banks do exactly that.

Our services complement our leading treasury management solutions with analytics, tools, and advice that drive revenue and deposit growth, deepen client relationships, and create value for the bank and its customers.



## Our suite of advisory services maximizes the breadth of your treasury management capabilities

### Opportunity Assessment

Deluxe identifies and ranks client and prospect opportunities using proprietary algorithms. We prioritize customer opportunities to create value and the associated fee and deposit opportunity for the bank.

### Go-to-Market Support

Our advisory tools help bankers translate product capabilities into customer solutions. Our tools deliver segmented value propositions, attention-getting pitch decks, diagnostic assessments, automated business cases, and change management strategies.

### Lead Acceleration

Our proprietary market datasets and internal calling teams quickly and efficiently generate warm leads, whether they are new prospects or cross-sell into existing clients.