

## AnaLytics for Financial Institutions

ALFI® (AnaLytics for Financial Institutions) is a packaged business intelligence application that gives retail banks, building societies, investment banks and other financial institutions a central, interactive solution for collating and analysing vital management information.

### Integrated view of critical data

ALFI® lets you build a single, integrated view of all of your performance and operational data. You can use it to automate reporting processes, carry out detailed analysis and provide an immediate graphical view of required information.

ALFI® can save you huge amounts of time, effort and cost. It pulls together data from disparate IT systems and processes them through a central data warehouse. Reports are published through easy to use dashboards. Reporting processes that normally take days are reduced to the touch of a button. And you can be sure that everyone in your organisation is working from the same numbers.

Full, interactive drill-down capabilities let you break top-level information down into its constituent parts so that you can identify all contributory factors.

ALFI® can help you:

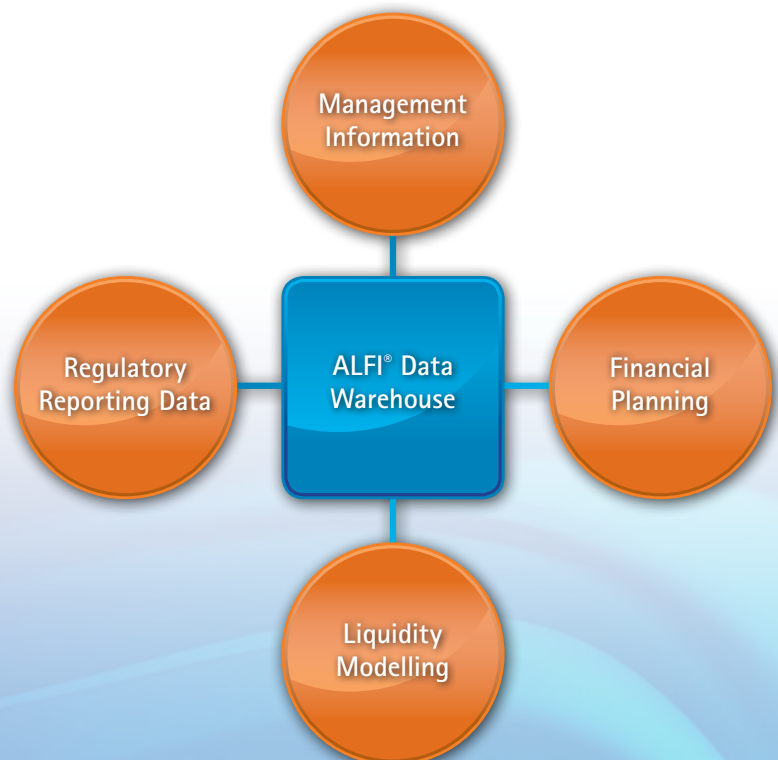
- Turn operational data into usable management information
- Manage and report on liquidity
- Reduce regulation and reporting overheads
- Respond quickly to regulatory and market changes
- Monitor and adjust performance using detailed drill-down capability
- Provide a single, integrated view of a client, product or asset

### A customisable business intelligence platform

ALFI® is built on Microsoft's business intelligence platform, so you can use Excel to access your data. It integrates easily with your existing systems and, because it is built using industry standard database technologies, you can customise and extend it to fit your exact requirements.

ALFI® will interface with your electronic regulatory reporting system so that you can provide instant updates on your liquidity status.

Choose from four different modules, each with its own set of pre-built queries, data cubes, reports and dashboards:



# Whistlebrook

As you extend the system across your different business functions, you can either add more modules or develop your own bespoke data cubes.

Use ALFI® for:

- Liquidity modelling
- Liquidity and other regulatory reporting
- Mortgages and loans
- Savings
- Treasury
- Balance sheet and accounts information
- Financial planning data
- Branch activity and product application pipeline

## Installation and support services

ALFI® is sold on a modular basis. You can choose to rent or purchase it. If you rent ALFI®, the monthly fee will include upgrades and ongoing support. Rental is for a minimum of 3 months, after which time you can choose not to use ALFI® any longer, continue your rental agreement or convert it to a purchase licence.

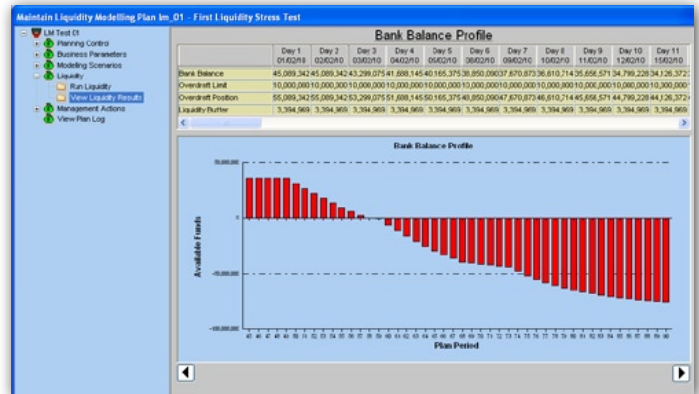
We can provide the following services:

- Implementation
- Integration
- Project management
- Training
- Customisation

## About Whistlebrook

Whistlebrook is a business intelligence specialist. We have an excellent reputation for successfully delivering major IT projects in the financial services and business intelligence marketplaces. We developed ALFI® as a result of 10 years' experience of building management information systems for financial institutions.

A Microsoft Gold Partner, with competencies in Business Intelligence and Data Management Solutions, we have significant capability in delivering highly productive, flexible and affordable Microsoft BI solutions.



Use ALFI® for liquidity modelling



Use ALFI® for management information