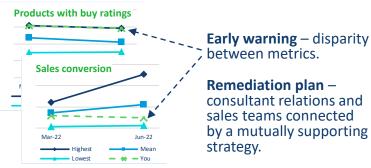
Leading asset managers are now responding rapidly to client behavior

"We used to think we 'did' insights, but it turns out we were just paddling in the shallow end."

A Head of Business Intelligence

Tactical use cases

Seize growth opportunities (buy)



Limit client retention issues (stay)



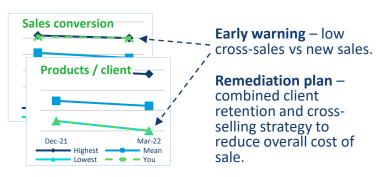
Early warning – the client thought this was good, but it is too steep and indicates a material loss of business.

Remediation plan – root cause identified; mitigation plan stemmed further outflows and infection to other regions.

Optimize sales conversion (buy)



Minimize cost of sale (buy more)



Early warning that more than pays for itself