

# Broadridge Intelligent Analytics

Actionable insights that drive performance.

## QUICKLY UNCOVER OPPORTUNITIES THAT OTHERS MISS

- Transform sales and marketing data into business intelligence for research, analysis and reporting.
- Analyze information across programs, platforms, functional silos and data.
- Monitor KPIs and identify new metrics that impact results.
- Determine the true ROI of your program investments.
- Let Broadridge data experts customize your analyses for deeper insights and more precise granularity in segmentation and reporting.
- Aggregate and standardize third-party data for an added layer of insight.

## TAKE THE SMART APPROACH TO BUSINESS INTELLIGENCE

Your business generates a tremendous amount of sales and marketing data. But translating that data into intelligence has been time consuming, expensive and difficult—until now. Broadridge Intelligent Analytics aggregates all of your data for a truly holistic, real-time view of your business. In a matter of minutes, you can see the big picture, analyze challenges from multiple dimensions and take a deep dive to expose more granular detail. Whether you want to evaluate advisor performance, analyze response to programs or identify best practices, you'll quickly uncover insights that help you improve performance and gain a competitive edge.

## SEE THE STORY THAT'S HIDDEN IN YOUR DATA

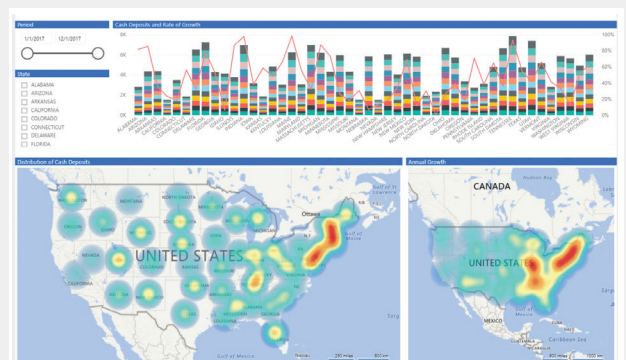
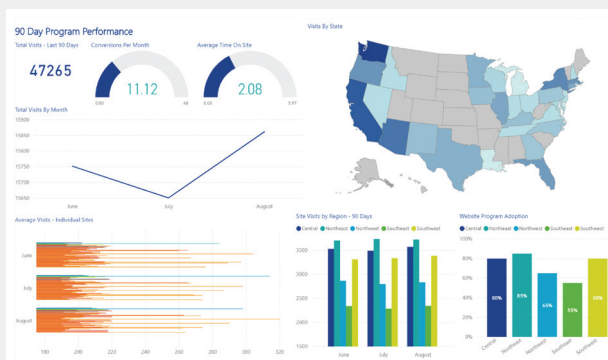
You don't have to be a data scientist to extract meaning from your data. Broadridge experts will consult with you to understand your KPIs and business goals to ensure that you always have the right information at the right time, all in one place. Clear, visually compelling graphics streamline analysis, so you can easily:

- Evaluate performance
- Detect anomalies and trends
- Identify best practices
- Reveal opportunities
- Share insights
- Take timely action

## MORE THAN A SOLUTION: A RELATIONSHIP

Broadridge Intelligent Analytics combines the flexibility of a custom solution with out-of-the-box convenience and affordability. Enjoy seamless integration with your existing business ecosystem and other Broadridge applications. Our data experts will work side by side with you on an ongoing basis to tailor the platform to your unique goals and objectives. From building new reporting options to fine-tuning segment-specific analytics, we'll help you achieve greater visibility and functionality at every step.

VIEW KEY METRICS AND VISUALIZE DATA



# How it works

## GET THE METRICS YOU WANT, FOR THE RESULTS YOU NEED

You have better things to do than building dashboards and manipulating antiquated programs. Broadridge Intelligent Analytics combines your data with our industry knowledge, expert service and powerful analytics tools to give you fast access to relevant, real-time insights that you can run with.

## SECURELY CONNECT ALL YOUR DATA

Broadridge Intelligent Analytics gives you a more accurate, comprehensive view of your business by combining your customer data with data from applications, spreadsheets, reports and third-party sources. It all happens within our trusted, highly secure environment to enable fast deployment with minimal risk.

## UNLOCK INSIGHTS IN A FEW CLICKS

Get a 360-degree view of your business in a single glance. Your interactive dashboard provides robust analytic capabilities aligned with your unique business objectives, so you can quickly see what works, and what doesn't. We'll show you how to sort and filter data to reveal more granular detail as needed, making it easy to create impactful, shareable reports featuring a wide range of chart formats.

## DIG DEEPER

A dynamic business needs a dynamic business intelligence solution. Broadridge's expert team provides ongoing support as your analytics needs evolve. When new challenges or opportunities arise, we'll help you explore and mine your data in powerful ways and share your insights with customized reports.



## OPTIMIZE YOUR ORGANIZATION

Use Broadridge Intelligent Analytics to:

- Target audiences with greater precision
- Understand how prospects respond, and predict future behaviors
- Identify and leverage attributes that differentiate top performers
- Spot and capitalize on emerging opportunities ahead of the competition
- Anticipate trends and outcomes with predictive analytics
- Discern statistically significant links between actions and their results
- And much more

## SEE BROADRIDGE INTELLIGENT ANALYTICS IN ACTION

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