



## TouchPoint® Profitability

### Forming the Basis for Insights and Decision Making

Many of today's profitability measurement systems employ arbitrary management accounting methodologies to measure profitability. These systems generate inaccurate results that fluctuate randomly and are irrelevant to the business you are trying to manage. However, there are numerous opportunities to improve profitability measurement.

TouchPoint® Profitability is an integrated profitability solution that provides knowledge and tools enabling institutions worldwide to better understand and manage their business, their products and their customers. TouchPoint Profitability calculates and employs activity-based costs (ABCs) into true product, organizational and customer profitability.

TouchPoint Profitability has enabled institutions worldwide to benefit from improved product pricing, customer relationship management, resource utilization, channel management, expense reductions and cost management. Your institution can achieve sustained profitability and growth with TouchPoint Profitability, the only technology and methodology in the industry that provides "the true measure of profitability™."

### TouchPoint Profitability – "the true measure of profitability"™

TouchPoint Profitability consists of:

- **TruABC™** – a solution for developing and reporting ABCs
- **TruPROFIT™** – a solution for measuring and reporting customer, product and organizational profitability and resource utilization

### True Profitability Solutions for True Profitability Management

#### The TruABC solution

The TruABC solution simplifies the development of your institution's ABCs by analytically deriving unit costs at various levels of detail – from activity to task to cost driver. Based on a list of user-defined activities, the solution utilizes TimeWands® bar code technology, Web-enabled surveys, relative value analysis or qualitative time estimates to measure and report on your employees' daily activities and the transaction volumes they process. TruABC can be employed across all of your organizational units, enabling you to identify each unit's contribution to product and/or channel cost. With TruABC, you can determine the true costs of providing and delivering products and services to your customers and perform robust, activity-based management and statistical analysis.



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## The TruPROFIT solution

The TruPROFIT solution determines your institution's customer, product and organizational profitability and resource utilization. The solution provides profitability information about your institution's customers, the products and services they consume, and the delivery channels they utilize. The solution performs a myriad of calculations required to compute profitability by customer account and in multiple currencies. The solution processes financial and statistical information from your general ledger and existing product application systems to identify the profitability of all of your products and organizational units, the impact of sales and servicing activities on net income and the amount of available unused resources in your organizational units and delivery channels. By distinguishing between the expense of positioning resources and the cost of consumed resources, as well as delivery channel cost by product, TruPROFIT fully supports activity-based resource management and targeted reengineering initiatives. With TruPROFIT, you can make better-informed management decisions on pricing, marketing, process improvement, and product design or mix.

TruPROFIT accepts information from existing data warehouses or product application systems to compute profitability with enough clarity to identify transaction intensity and customer behavior. With TruPROFIT, you can improve your customer relationship management and pricing, and you can enhance your market segmentation and database marketing strategies. Coupled with your reporting tool, you can analyze profitability information to support business decisions with multidimensional reporting and graphs from the data stored in the profitability repository.



*Our profitability solutions heighten your financial perspective, providing you with the most accurate information available to achieve your strategic business objectives.*

The TruPROFIT profitability repository is capable of storing data in a multi-dimensional format, which enables easy integration with your reporting and analysis tools. Multidimensional reporting capabilities allow you to access and analyze profitability information with flexibility and efficiency.



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