

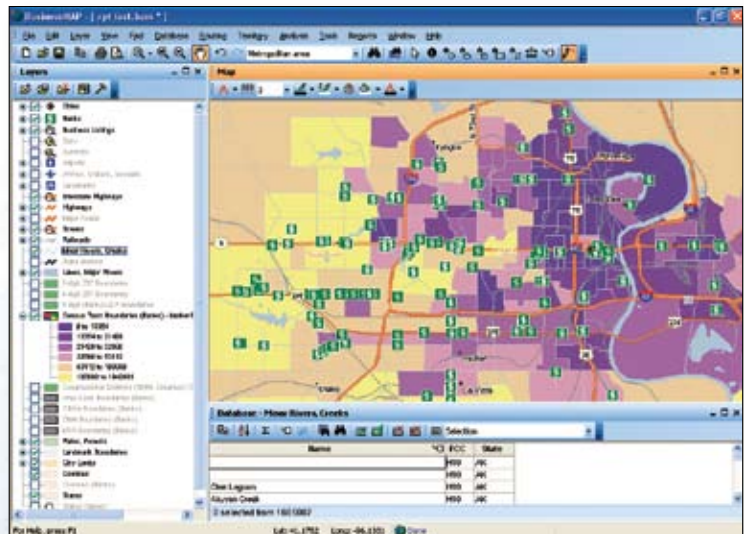
BusinessMAP® Financial (FSE)

Financial Services Analysis and Database Mapping

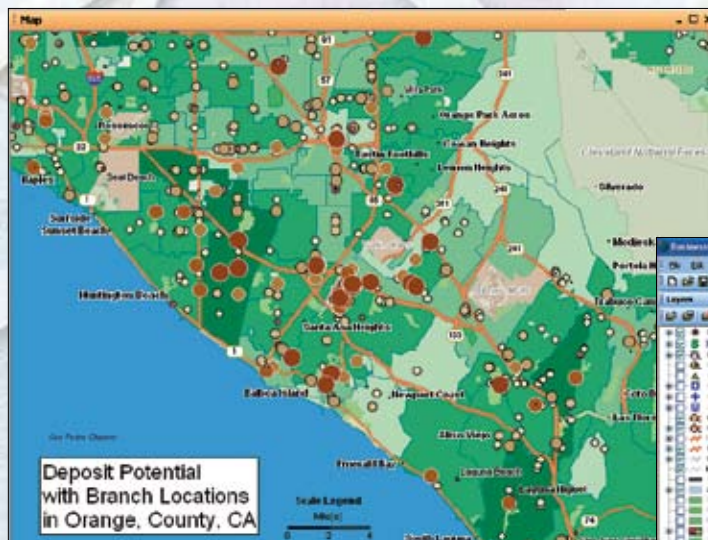
BusinessMAP® Financial (FSE) is a powerful yet easy-to-use database mapping product that enables those in financial services to easily visualize and analyze tabular data geographically.

With BusinessMAP Financial you can

- Add your databases (Access™, dBase™, Excel®, or text file) to the map to see customer concentrations relative to service locations and ATMs.
- Analyze demographics (age, income, etc.) and market potential using ring studies, drive-time analysis, and color coding to promote the right products and services in the right places.
- Gain competitive insight by combining your database information with BusinessMAP Financial's geographic data and analysis features to illustrate market share, performance trends, and more.
- Communicate better through maps and reports.



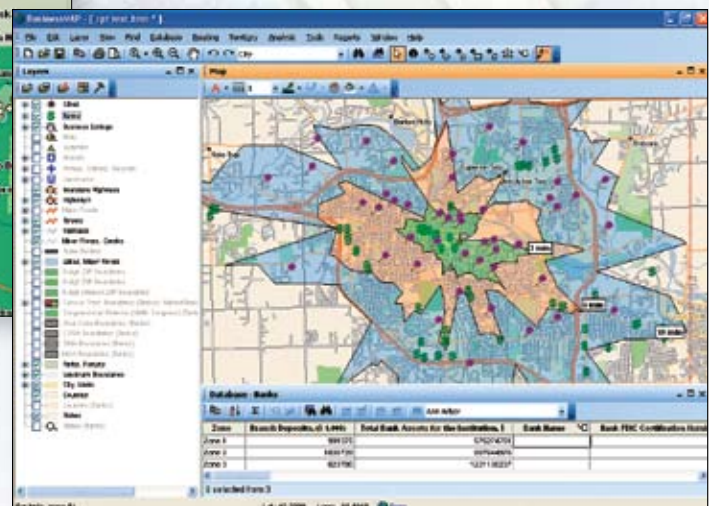
Market analysis highlighting loan potential in the area.



Map shaded by deposit potential with branch location symbols sized by deposits

BusinessMAP Financial combines geographic data and ESRI® demographic data with a powerful analysis tool that enables you to make better business decisions. Demographic data includes ESRI's current-year estimates and five-year projections and standard census information, such as population, age, race, and income, from the 2000 Census estimates and projections.

BusinessMAP Financial is bundled with a number of datasets including geographic data, demographic data, business data, and more. With geographic data, you can find locations; get driving directions; create territories; and map contact, prospect, competitor, and other databases. You can also view and analyze prospects or competition with more than 18 million records from D&B.



Drive-Time Analysis depicting proposed ATM in relation to competitors' ATMs and customer locations.



Reports

BusinessMAP Financial includes 25 report templates that provide preformatted information for selected geographic areas. Reports specific to financial services include Deposit Potential, Loan Potential, Competition, and LifeModes. These reports are formatted for familiar Microsoft® Office applications and are complete with maps, data, and graphs to fully illustrate the area of study.

MarketBank Data

Providing both deposit and loan potential estimates, BusinessMAP Financial helps institutions understand the overall markets and current customer portfolio. MarketBank™ data from RPM Consulting identifies opportunities for retail banking and investment business among both existing customers and prospects.

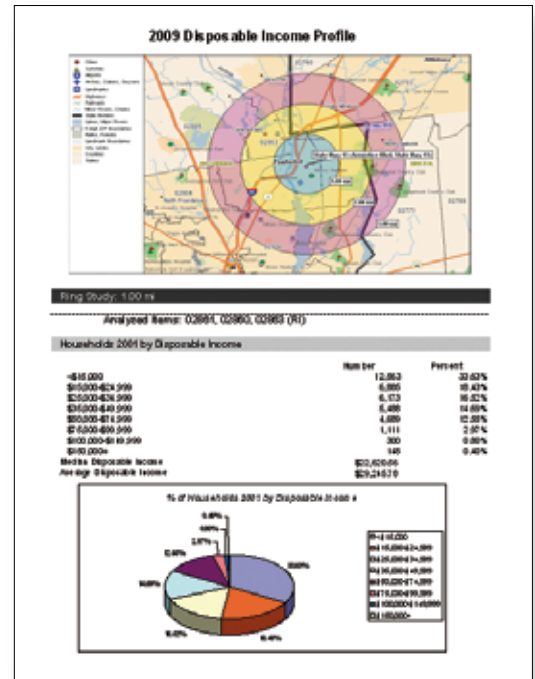
BranchInfo Data

BusinessMAP Financial includes a full searchable database of banks and credit unions, complete with deposits for each location and total assets of the institutions, that enables you to analyze the competition. Institutions use BranchInfo™ data from RPM Consulting to plan branch and ATM locations, evaluate market share and performance trends, identify real estate opportunities, perform competitive analyses, and more.

Community Tapestry Data

U.S. consumer markets are complex and diverse. Capturing the essence of each market to characterize those differences requires sorting the most accurate and powerful data available using a wide array of attributes.

BusinessMAP Financial includes Community™ Tapestry™ data, which classifies U.S. neighborhoods into 65 segments based on socioeconomic and demographic composition. To increase the versatility and analytical value of the data, the Tapestry segments are organized into 12 LifeMode summary groups with similar demographics and consumer patterns and 11 Urbanization summary groups with similar levels of density.



The Disposable Income Profile report template creates an Excel file complete with map, data, and chart.



ESRI

380 New York Street
Redlands, California
92373-8100 USA

Order BusinessMAP Financial (FSE)
today by calling

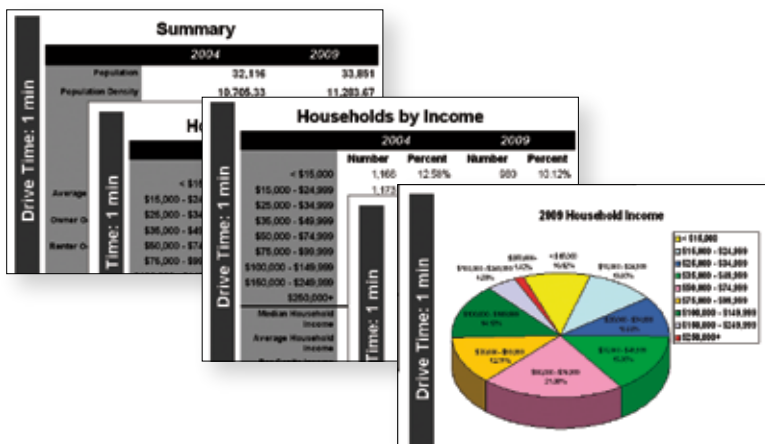
1-800-970-0033

or visit

www.esri.com/bmapfinancial

System Requirements

Windows® 2000, XP, Pentium® or higher CPU,
512 MB RAM, 5 GB free hard drive space,
DVD drive



The Household Income report template creates a multi-slide PowerPoint® presentation for the desired area.