

Commercial Banking: Solutions for Corporate Development & Marketing

Spotlight the best growth opportunities.



S&P Global

Market Intelligence

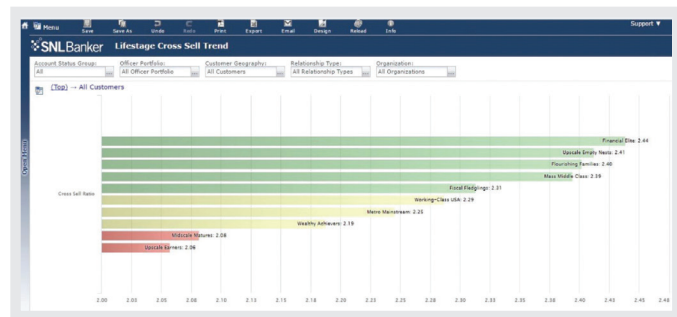
Capitalize with data-driven strategies.

In an intensely competitive environment, bankers need comprehensive competitor intelligence, clearly defined growth objectives, and a data-driven strategy to meet those goals. S&P Global Market Intelligence offers a suite of smart tools designed to help strategy, corporate, and marketing teams at banks and credit unions outperform their competition.

Evaluate Potential Mergers and Acquisitions

We provide the intelligence you need to make decisions with the potential to drive substantial shareholder value. Our coverage of industry trends help you profile attractive sectors to enter, and our robust coverage of companies allows you to select prime deal targets.

Using our models, you can quickly analyze and screen prospective deals. Easily perform side-by-side comparisons of your potential targets, then evaluate deal terms and pro forma financials. Leverage our mapping tools to take your analysis to the next level; map your pro forma footprint, plan branch consolidation, and assess the economic health of new markets.



Plan Organic Growth & Footprint Transformation

Whether you're looking to expand, consolidate locations, or transform your network, our market analysis tools equip you to evaluate the effectiveness of your current footprint and identify the best opportunities to improve your returns. Optimize your long term strategy by assessing the market opportunity, incorporating our insight on commercial and consumer composition, market performance trends, and the presence of competitors.

Site new locations with our precise trade-area demographics, mapping tools, and insight on performance at nearby locations.

Set Goals and Track Relative Performance

Create smart goals that drive strong performance. Leverage our unparalleled coverage of the financial industry to understand where the market is positioned and where it will likely head. Tailor your vision with performance data specific to your business model and geography.

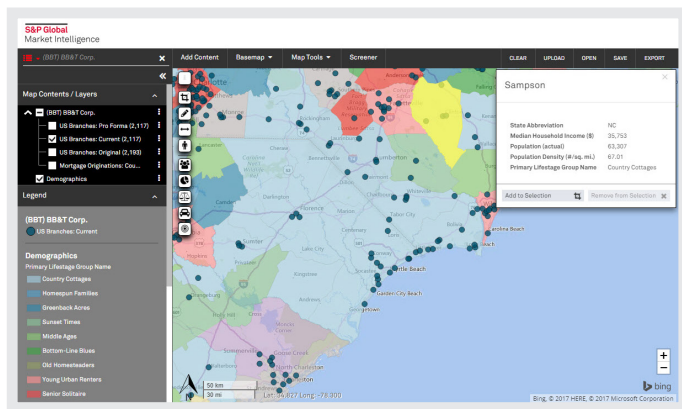
Monitor your results throughout the year relative to local peers as well as industry leaders. Use our automated templates and dynamic charting to easily compare quarterly financial results to local peers and industry leaders. Drive results from your teams by tracking market-specific loan and deposit volume versus peers.

Develop Data-Driven Marketing Strategies

Build strategies to determine which products to market to which customers with our robust analytical tools for bank marketers. Evaluate customer demand for over 100 financial products by geographic market using Claritas data. Then, see how you stack up against your competitors with deposit and loan interest rates, including specials, across your target geographic markets.

The SNL Banker solution helps you gain a true understanding of household relationships and your customer demographics. Target your customers more effectively when you see the whole picture of what products an entire household already has and where opportunity exists. Pinpoint opportunities for cross-sells to develop deeper customer relationships and drive more revenue.

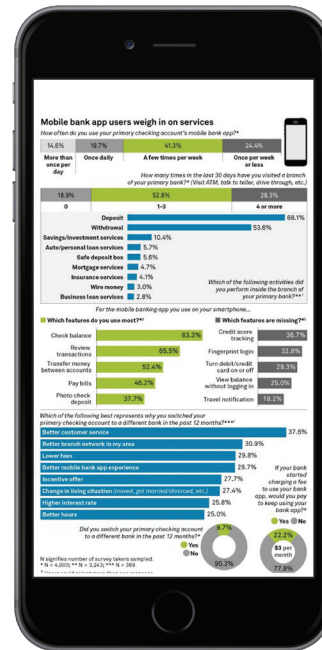
Use the Commercial Prospecting solution to spotlight lending opportunities using commercial real estate (CRE) and commercial and industrial (C&I) loan data. Quickly build your lead lists; our web-based solution offers a centralized database of commercial properties and businesses, as well as their outstanding mortgages and commercial & industrial liens, and corresponding contact information.



Anticipate How Trends In Technology Will Affect Your Business

With growing competition for loans and deposits, it's essential that bankers stay up to date on financial technology industry developments. Rely on our fintech industry coverage to keep current on the partnerships, M&A, product launches, new technologies, and regulatory changes that have the potential to impact the way you do business.

As technology continues to evolve, so do your customers' preferences around the way they want to engage with those new technologies. Trust our exclusive research, like our Mobile Money consumer survey and our Digital Lending landscape report, to bring you the critical insights you need to guide your technology strategy.



*As of June 2017.

About S&P Global Market Intelligence

S&P Global Market Intelligence integrates financial and industry data, research, and news into tools that help track performance, generate alpha, identify investment ideas, understand competitive and industry dynamics, perform valuation, and assess risk.

CONTACT US

The Americas
+1-877-863-1306

**Europe,
Middle East
& Africa**
+44-20-7176-1234

Asia-Pacific
+852-2533-3565

Screenshots are for illustrative purposes only.

Copyright © 2017 by S&P Global Market Intelligence, a division of S&P Global Inc. All rights reserved. No content, including by framing or similar means, may be reproduced or distributed without the prior written permission of S&P Global Market Intelligence or its affiliates. The content is provided on an “as is” basis.