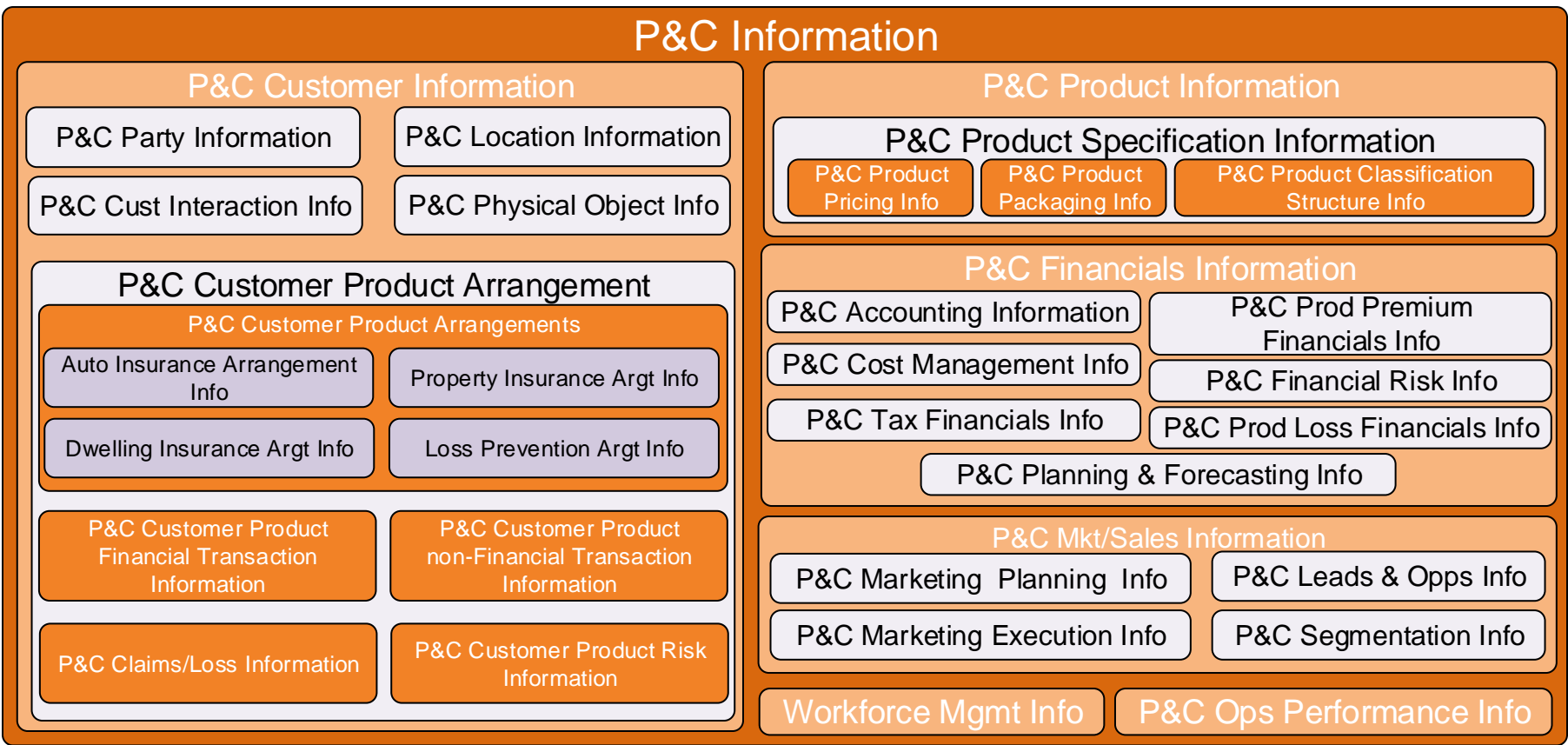
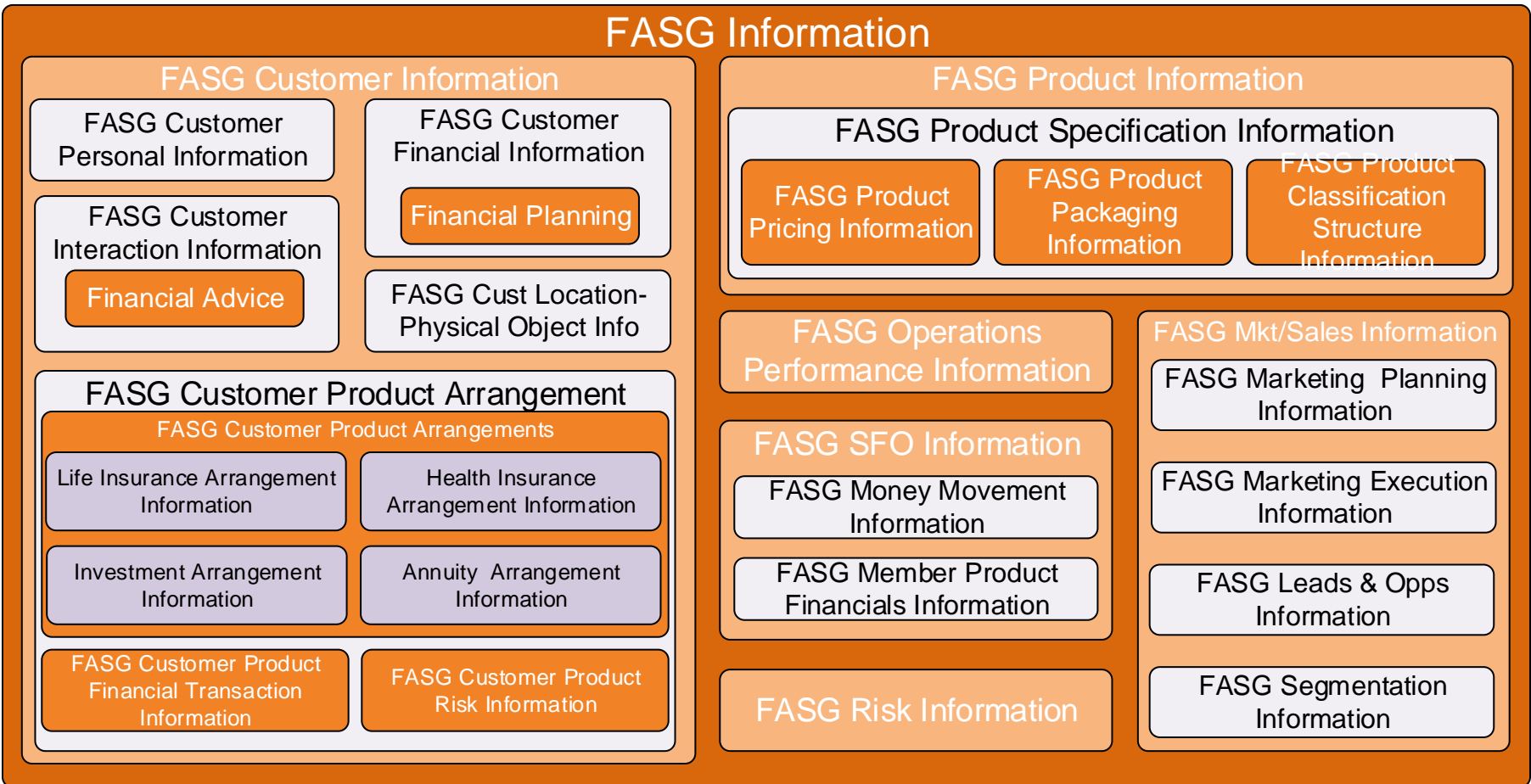
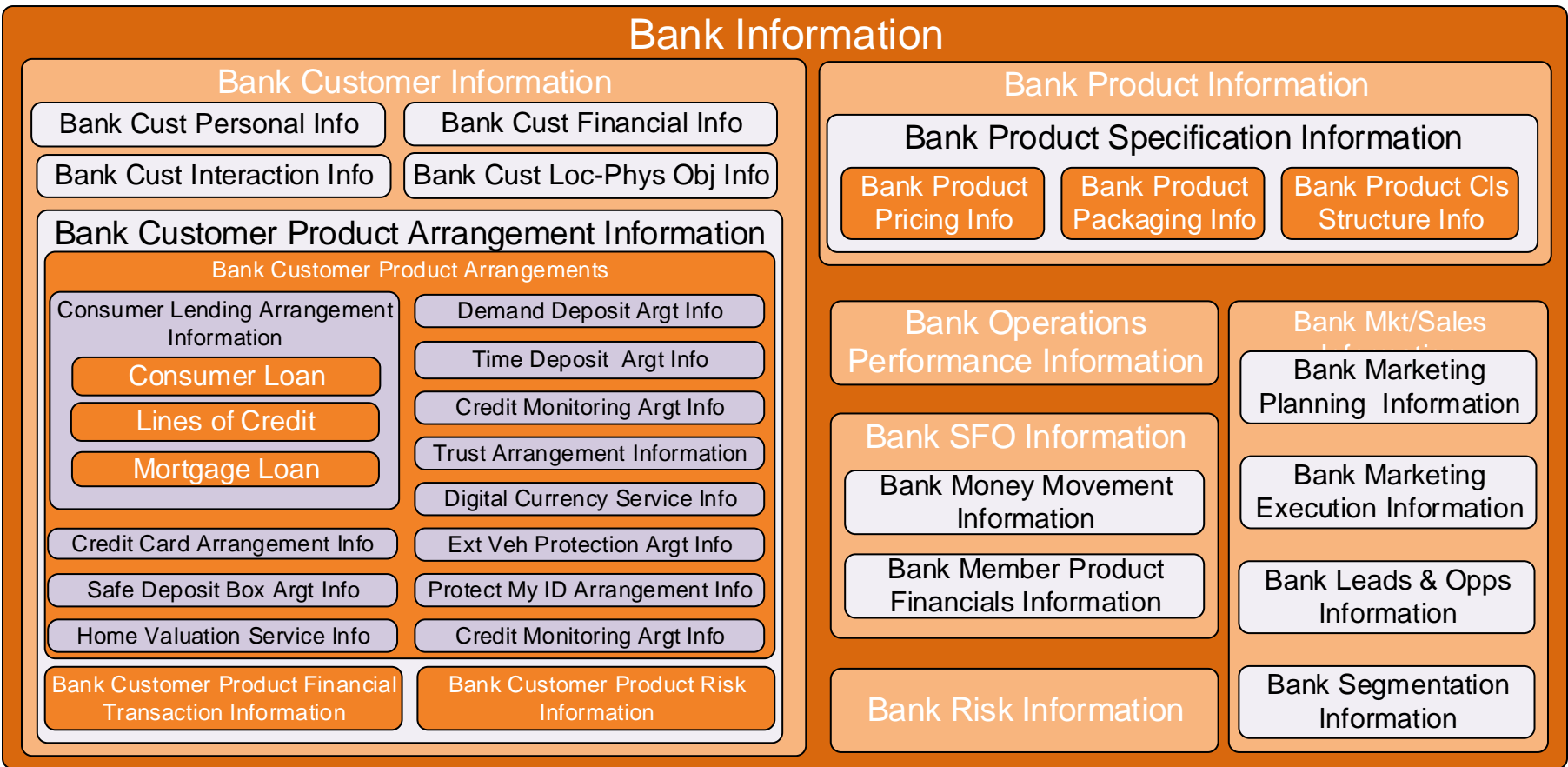
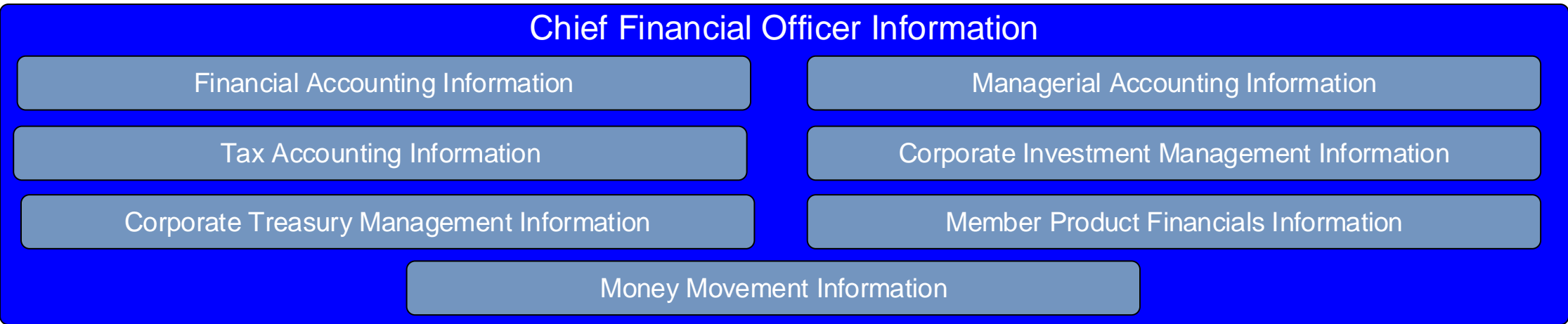
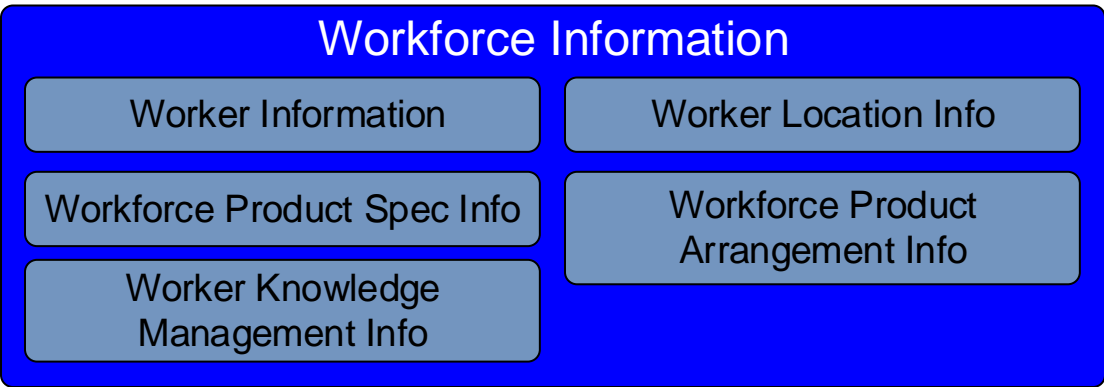
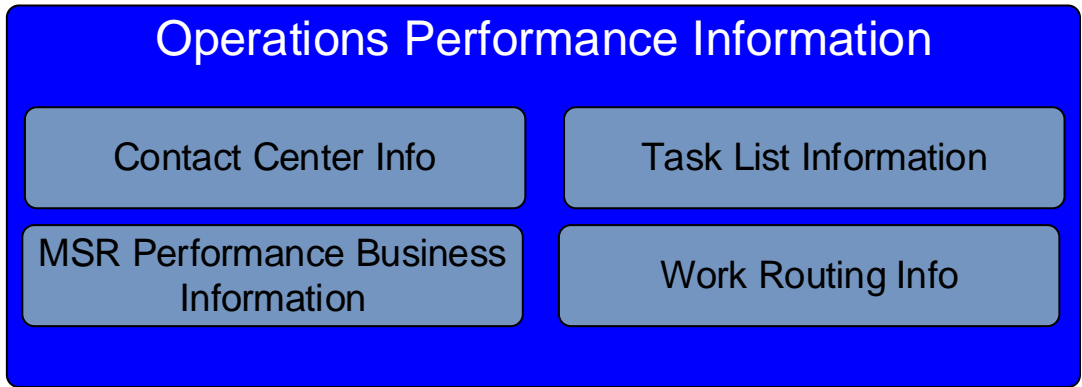
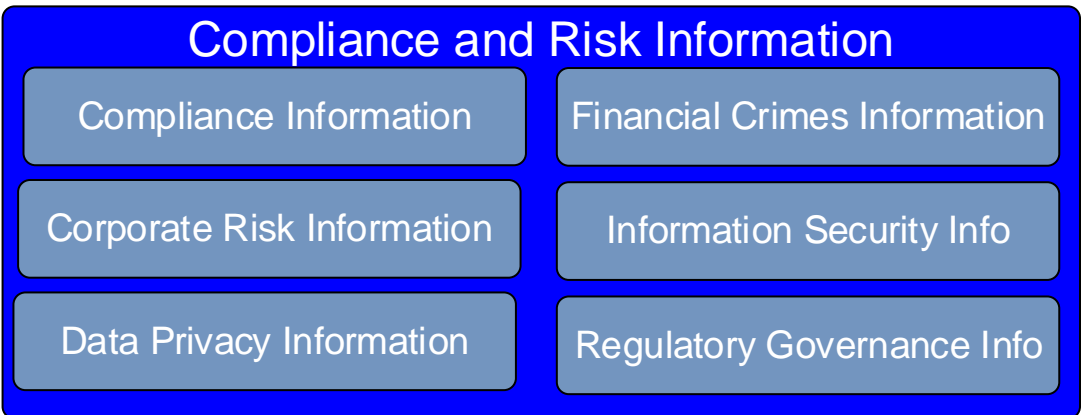
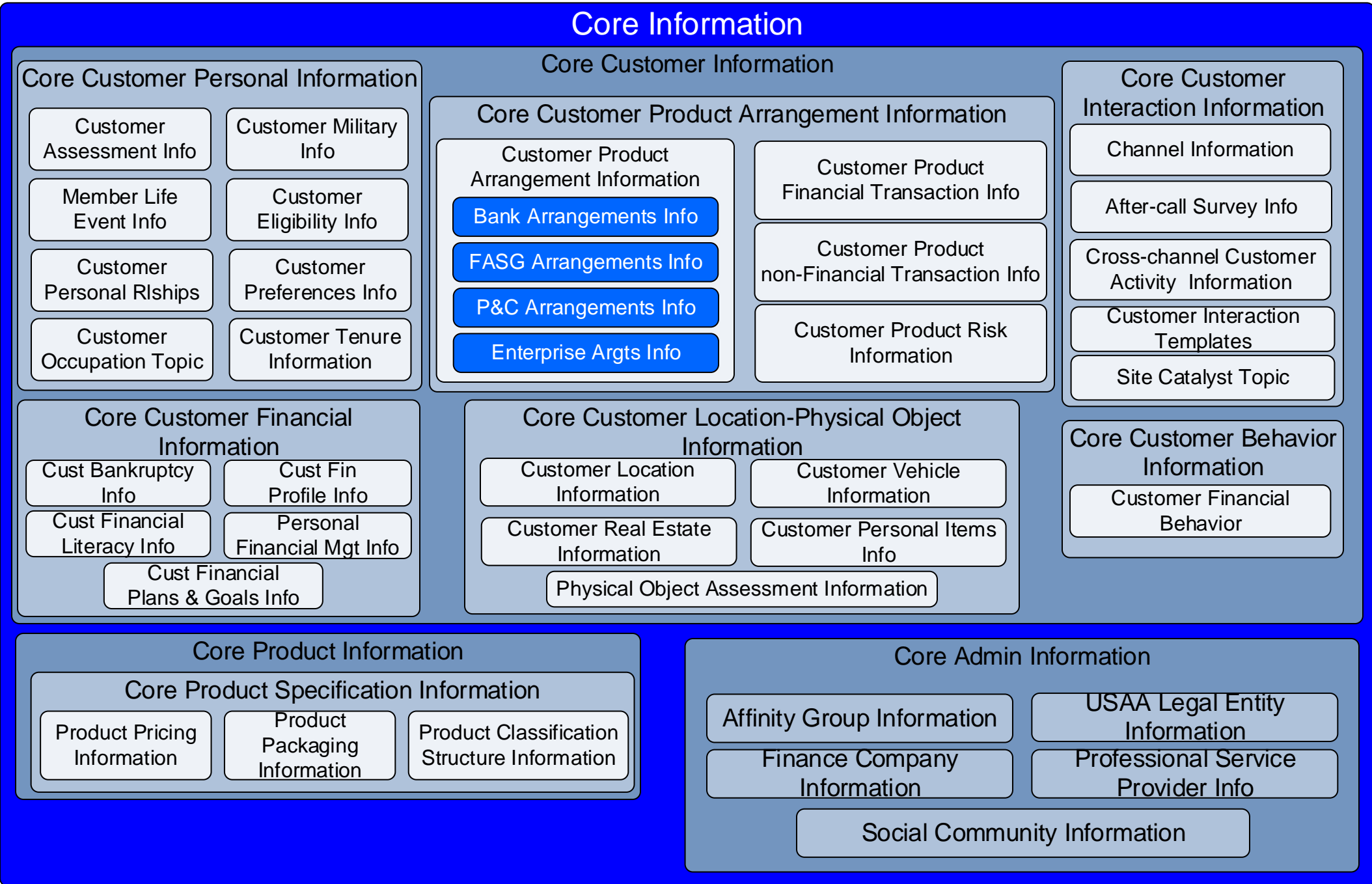


Member Genome Information Blueprint



Member Genome Analytic Capability Blueprint

Asset & Liability Management

Enterprise Planning and Forecasting Analysis

Financial Reporting

Activity Based Costing Analysis

Credit Performance Analysis

Cost Benefit Analysis

Credit Operations Analysis

Trust Management

Credit Policy Analysis

Deposit Product Payment Analysis

Loss Financials Analysis

Premium Payments Analysis

Loss Operations Analysis

Lending Product Payment Analysis

Capital Management (Treasury)

Collections Analysis (Treasury)

Operations Performance

Alliance Relationship Analysis

Anticipate, Detect, & Respond Analysis

Brand Management Analysis

Business Process Mgmt Analysis

Channel Effectiveness Analysis

Collections Analysis

Competitive Analysis

Credit Operations Analysis

Credit Performance Analysis

Credit Policy Analysis

Employee Performance Analysis

Military Affairs Analysis

Money Movement Analysis

MSR/Advisor Performance & Productivity Analysis

Operational Reporting

Payment Analysis

Deposits Payment Analysis

Lending Payment Analysis

Premium Payments Analysis

Personalization Analysis

PPTI Analysis

Process Change Effectiveness

Product Fulfillment Analysis

Product Management Analysis

Product Pricing Analysis

Underwriting Analysis

Underwriting Profitability Analysis

Product Performance Optimization Analysis

Response Orchestration Analysis

Supplier Relationship Analysis

Profitability

Reinsurance Analysis

Member Product Financials Analysis

Underwriting Profitability/Product Performance Optimization Analysis

Regulatory Compliance & Risk

Regulatory Compliance Analysis

Enterprise Risk Analysis

Bank

FASG

P&C

Risk Analysis

Financial Risk Analysis

Fraud & AML Analysis

Bank

FASG

P&C

Ent

Credit Risk Analysis

Operational Risk Analysis

Bank

FASG

P&C

Ent

Indemnity Risk Analysis

Risk Appetite Analysis

Bank

FASG

P&C

Ent

CAT/Pandemic Modeling

CFPB

CRA

DFAST

FDIC

HMDA-LAR

NACHA

OCC

OFAC

Fed Reserve

RESPA-TILA

Relationship Management

Member Analysis

Member Acquisition Analysis

Member Deepening Analysis

Member Experience Analysis

Member Retention Analysis

Member Segmentation Analysis

Member Financial Trust Relationship Analysis

Product Acquisition Analysis

Control Group Management Analysis

Contact Strategy Analysis

Offer Management Analysis

Leads Management Analysis

Campaign Planning Analysis

Campaign Execution Analysis

Campaign Results Analysis

Member Product Analysis

Share of Relationship Analysis

Member Product Financials Analysis

Product Ownership Analysis

Right Product Analysis

Product Acquisition Analysis

Product Mix Analysis

Product Profitability Analysis

Advice-centric Customer Portfolio Performance Analysis

Product Acquisition Analysis

Advice-centric Product Performance Analysis

Product Deepening Analysis

Sub-standard Loan Behavior Analysis

Product Retention Analysis

Customer Interaction Analysis

Cross-Channel CI Analysis

Channel Analysis

Channel Profitability Analysis

Financial Readiness Analysis

Financial Literacy Analysis

Financial Security Analysis

Customer Financial Situation (profile) Analysis

Financial Maturity Analysis

Financial Readiness Score Analysis

Customer Financial Personality Analysis

Financial Planning Analysis

Payday Forecast Analysis

Voice of the Member Analysis

Brand & Product Awareness Analysis

Member Motivation Analysis

Social Analysis

Customer Social Media Interaction Analysis

Social Advocacy Analysis

Repair Shop Sentiment Analysis

Member Behavior Analysis

Member Financial Behavior Analysis

Financial Behavior Change Analysis

Pivotal Moment Analysis

Member Financial Advice Analysis

General Education (Core) Analysis

Transportation Profile Analysis

Members Like Me Analysis

Personalized Advice (Custom) Analysis

Trigger Events Analysis

Micro Advice Analysis

Member Product Ownership Behavior Analysis

Safe Driving Analysis

Member Financial Personality Analysis

Member Genome Information Blueprint

Core Information

Core Customer Information

Core Customer Personal Information

Customer Assessment Info

Customer Military Info

Member Life Event Info

Customer Eligibility Info

Customer Personal Rlships

Customer Preferences Info

Customer Occupation Topic

Customer Tenure Information

Core Customer Product Arrangement Information

Customer Product Arrangement Information

Bank Arrangements Info

FASG Arrangements Info

P&C Arrangements Info

Enterprise Argts Info

Customer Product Financial Transaction Info

Customer Product non-Financial Transaction Info

Customer Product Risk Information

Core Customer Interaction Information

Channel Information

After-call Survey Info

Cross-channel Customer Activity Information

Customer Interaction Templates

Site Catalyst Topic

Core Customer Financial Information

Cust Bankruptcy Info

Cust Fin Profile Info

Cust Financial Literacy Info

Personal Financial Mgt Info

Cust Financial Plans & Goals Info

Core Customer Location-Physical Object Information

Customer Location Information

Customer Vehicle Information

Customer Real Estate Information

Customer Personal Items Info

Physical Object Assessment Information

Core Customer Behavior Information

Customer Financial Behavior

Core Product Information

Core Product Specification Information

Product Pricing Information

Product Packaging Information

Product Classification Structure Information

Core Admin Information

Affinity Group Information

USAA Legal Entity Information

Finance Company Information

Professional Service Provider Info

Social Community Information

Member Genome Information Blueprint

Compliance and Risk Information

Compliance Information

Financial Crimes
Information

Corporate Risk Information

Information Security Info

Data Privacy Information

Regulatory Governance
Info

Marketing and Sales Information

Marketing Planning Info

Marketing Execution Info

Leads and Opportunities
Information

Offer Specification
Information

Segmentation Information

Operations Performance Information

Contact Center Info

Task List Information

MSR Performance
Business Information

Work Routing Info

Workforce Information

Worker Information

Worker Location Info

Workforce Product Spec
Info

Workforce Product
Arrangement Info

Worker Knowledge
Management Info

Chief Financial Officer Information

Financial Accounting Information

Managerial Accounting Information

Tax Accounting Information

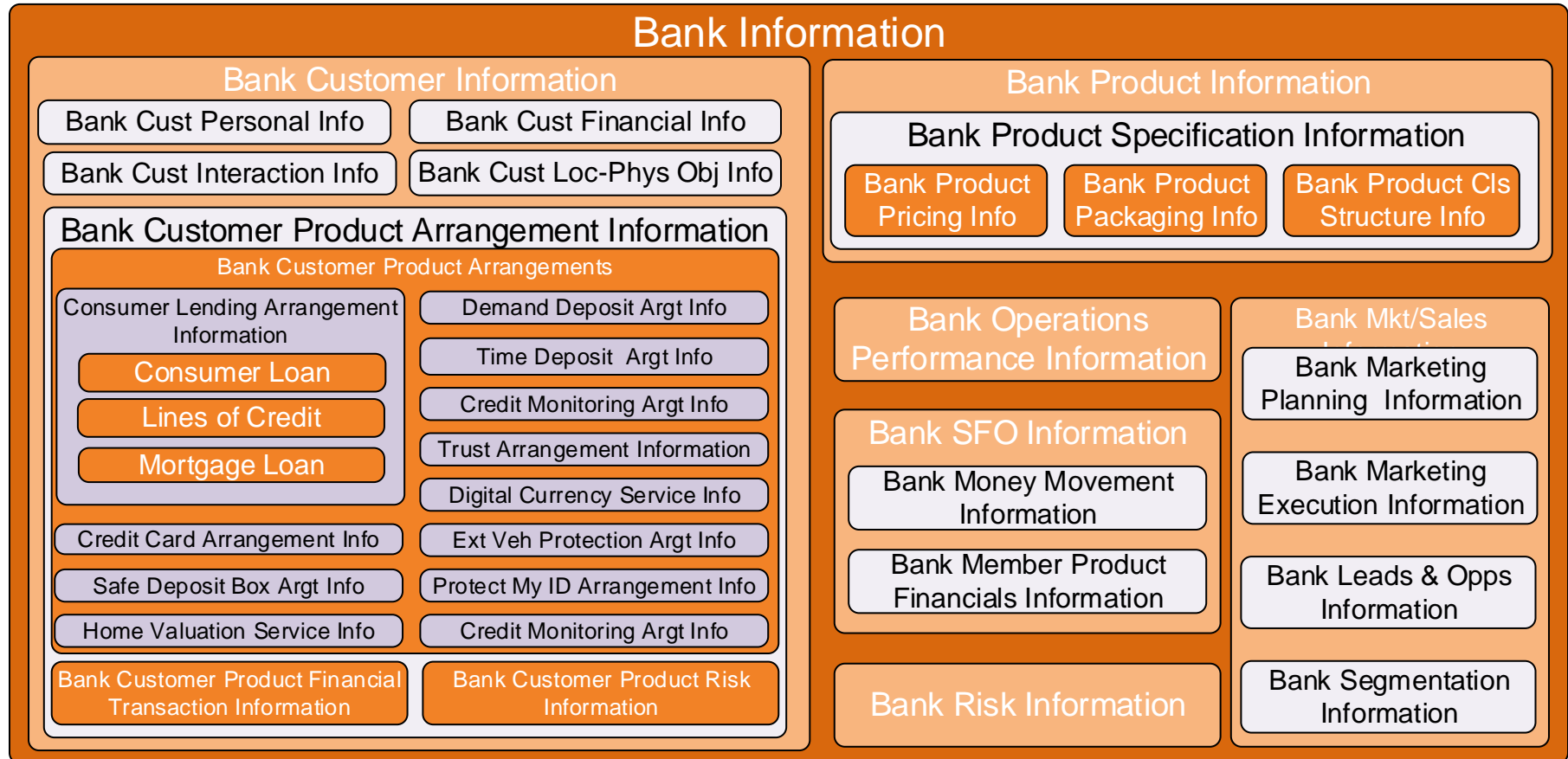
Corporate Investment Management Information

Corporate Treasury Management Information

Member Product Financials Information

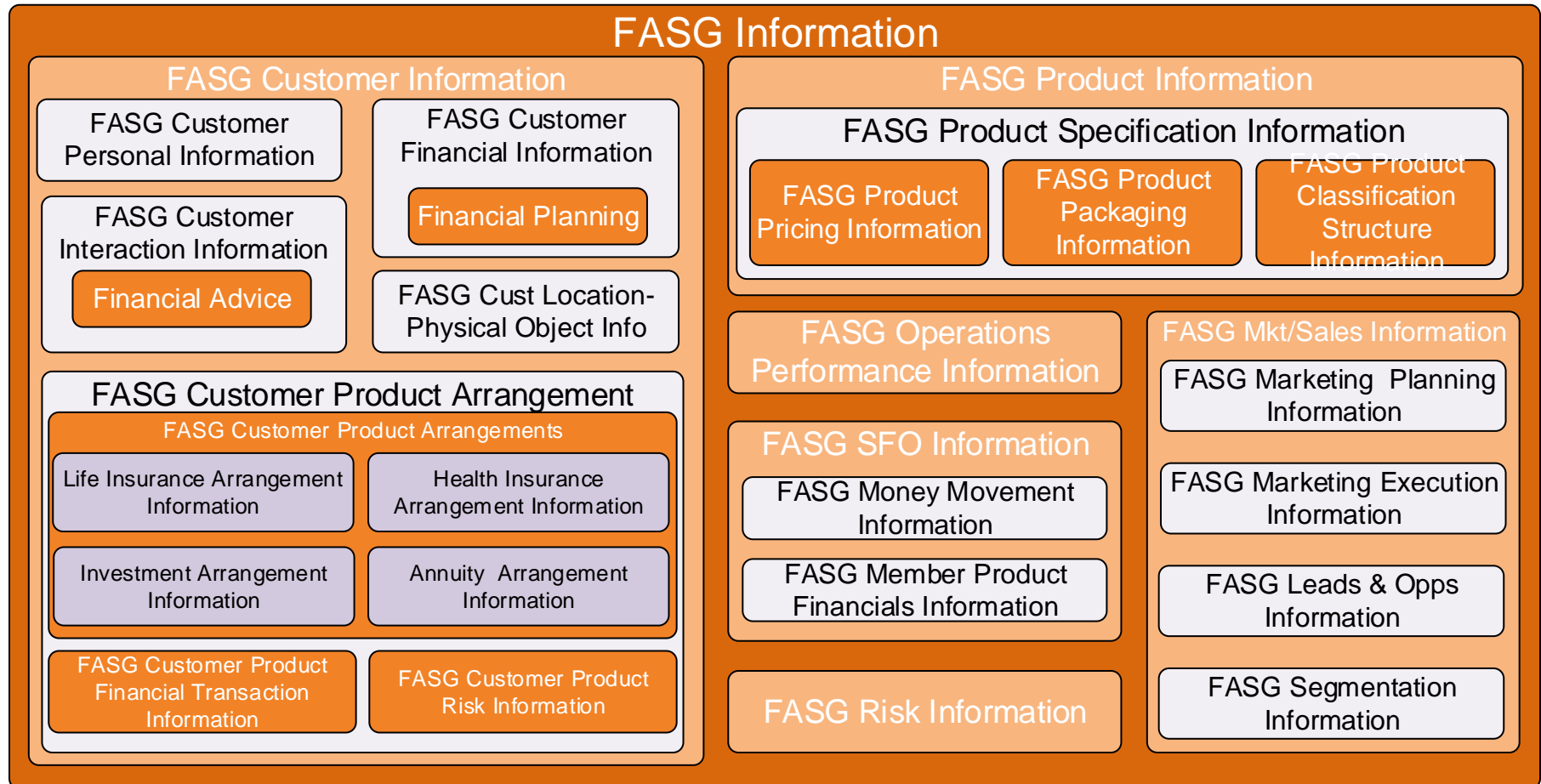
Money Movement Information

Member Genome Information Blueprint



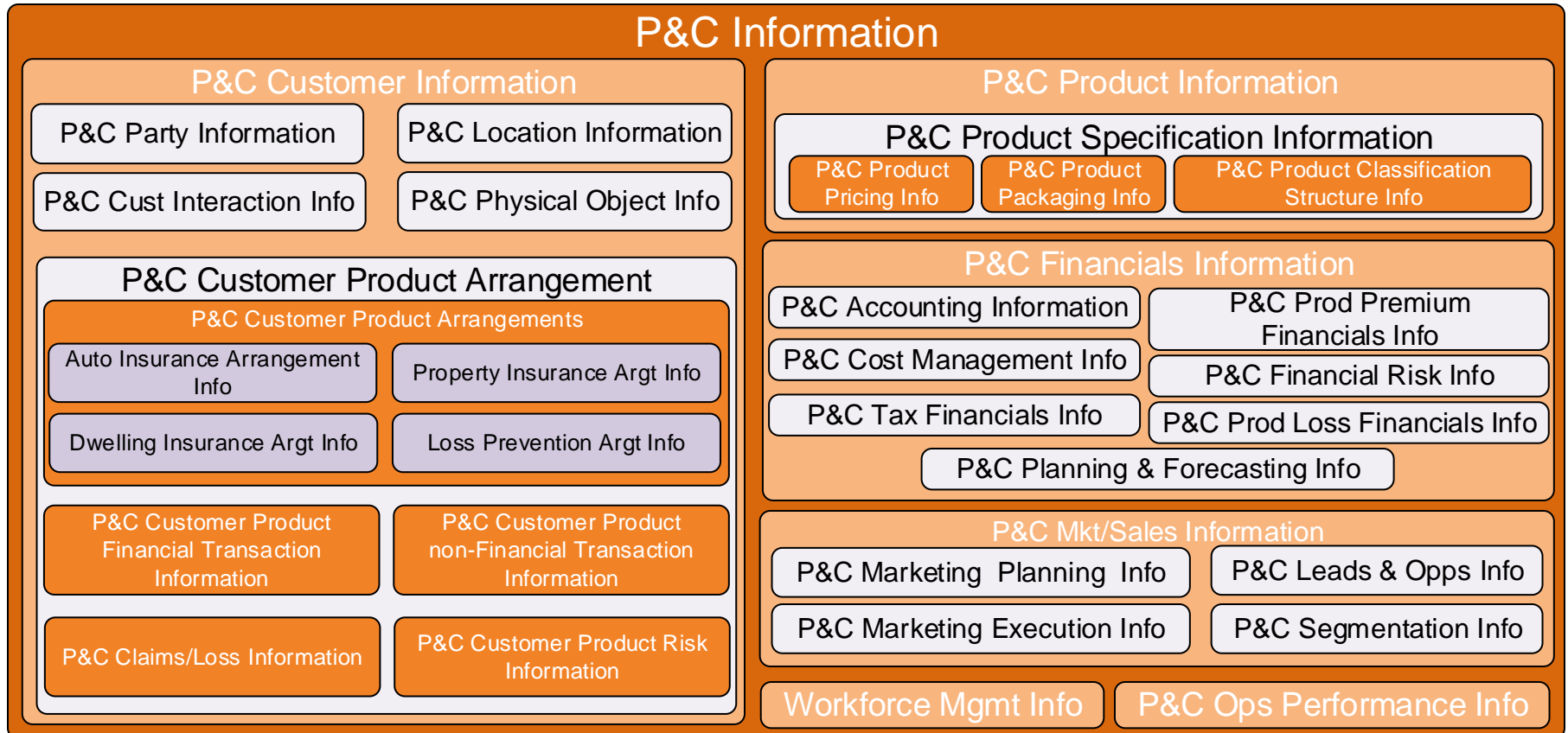
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