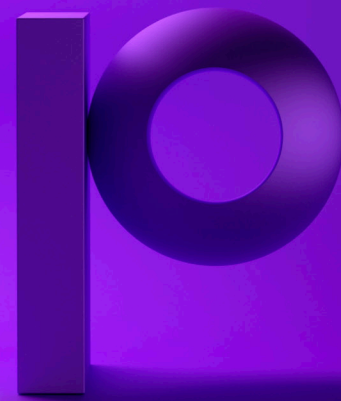




WinSITE

WinSITE is a branch network simulation solution that reduces risk by enabling the user to build a long-range, tactical plan to maximize branch network potential.



precisely

Make smarter branch transformation decisions

WinSITE offers an objective, reliable and defensible branch transformation simulation solution that reduces risk by enabling the user to build a long-range, tactical plan to maximize branch network potential.

Decrease branch overlap and reduce costs

Incremental network analysis is the single most important element in accurately assessing the financial impact of branch network decisions. WinSITE predicts cannibalization, thus providing the true network impact. For each strategy, tactic — or “what-if” scenario — that’s tested, WinSITE provides a detailed product level forecast, both for the proposed new site as well as its incremental impact on the network. Incremental deposits, loans, revenue and costs can be forecast for each scenario. The cashflow report option provides a detailed financial assessment of the long-term impact of each strategy and tactic.

Our powerful market simulation model specifically addresses the business challenges and complex decisions required to properly manage a diverse branch network. Our solution provides fact-based, rigorous consumer behavior models in an easy-to-use web-based mapping and data engine application. By quantifying all the relevant market forces, financial institutions can simulate and assess the financial impact of strategies and tactics before investing capital resources, including:

- Detailed product level forecasts, including the network impact
- The financial impact of adding new branches, consolidations, renovations and relocations
- The identification of the next best branch opportunities
- Determining how to optimize the network configuration across markets
- Off-site ATM deployment recommendations that maximize market coverage
- Evaluation of acquisition candidates’ networks

Understand the impact of competitors

WinSITE accounts for competition in a way that reflects the brand strength of each chain and the drawing power of each and every competitor location. The impact that competitors will have on decisions you make — coupled with the effect your decisions will have on them — are central to understanding and evaluation of proposed strategies and tactics.

Competitors exert different influences on your branch network depending on the type of institution (bank, thrift, credit union), as well as their locational attributes. (WinSITE uses 30+ attributes to measure the strength of every location.) Each competitor’s relative strength is modeled and entered in the market simulation to properly account for its impact on your network.

Realize your full market potential

WinSITE accounts for market potential and accurately projects consumer demand to physical locations in the future, as well as across digital channels. This potential also reflects demonstrated consumer preferences. Derived from millions of actual customer account records, it includes estimates of product-specific demand for small area geographies. Estimates are made for both consumer residential-based demand and bank-at-work demand based on: commuter flow, daytime population employment and small businesses.

Expand your market coverage cost-effectively

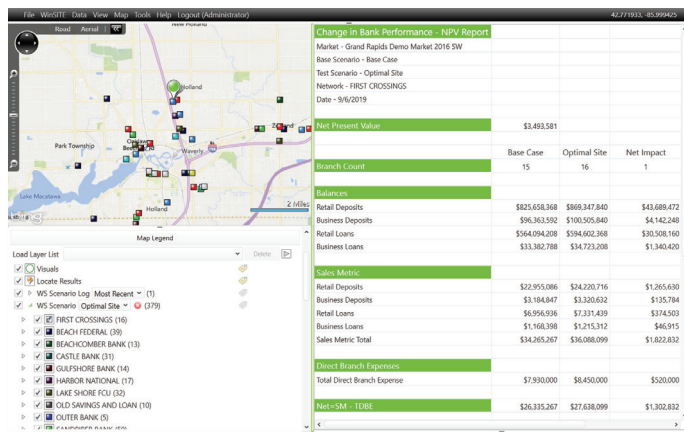
Remote ATMs are a crucial component of a comprehensive distribution network. Off-site ATMs can fill voids in a branch network and produce a network sales lift by providing convenient service delivery points to customers who want nearby access to transaction accounts. WinSITE’s ATM module provides forecasts for onus and foreign transactions, as well as estimates of the network sales lift for a variety of off-site ATM configurations.

Customize WinSITE for your particular needs

The WinSITE solution is customized to each customer's specific situation. The components usually include:

- Consumer and small business product-level demand
- Projected growth for financial products at the small area geography level
- Insights for consumer behavioral segments of product demand: Digital, branch-based and bank at home, bank at work
- Branch footprint attributes and their relationship to performance
- Brand value and competitor effectiveness
- Assessment of competitive strength at the small area geography level
- Profitability of product demand
- Capital expenditure requirements
- Operating cost structure

Customers gain the benefits of WinSITE through consulting engagements or by licensing the application for in-house use. By licensing the software, customers effectively enhance their own long-term, internal branch-planning capabilities. In either case, access to the Precisely consulting staff of industry experts provides the necessary support to assure proper usage and maximized results.



WinSITE System Requirements

- SQL Server Requirements
- 4 GB RAM (8+ GB recommended)
- 30 GB free hard-drive space
- Microsoft Windows Server 2012+
- Microsoft .NET Framework 4.6.2+
- Microsoft SQL Server with Microsoft
- SQL Server Management Studio - 2016+

IIS Server Requirements

- 4 GB RAM (8+ GB recommended)
- 10 GB free hard-drive space
- Microsoft Windows Server 2012+
- Microsoft IIS 8.0+
- Microsoft .NET Framework 4.6.2+
- Microsoft ASP.NET 4.0.30319+
- Microsoft Silverlight 5.0.61118.0+
- Microsoft Visual C++ Redistributable for Visual Studio 2015+
- Microsoft Web Deployment Tool
- SSL certificate from an SSL certificate provider (recommended)
- SQL Server Native Client 11.0+ - sqlncli.msi (only for multi-server deployments)
- Microsoft Excel 2007+ for Excel Reporting Module (optional)
- Possibly Firewall Exceptions for map tiles, Spectrum OnDemand, and/or WMS

End User Workstation Requirements

- 2+ GB RAM
- Windows 7+
- NET 4.6.2+
- Internet Explorer 10.0+
- MS Silverlight 5.0+