



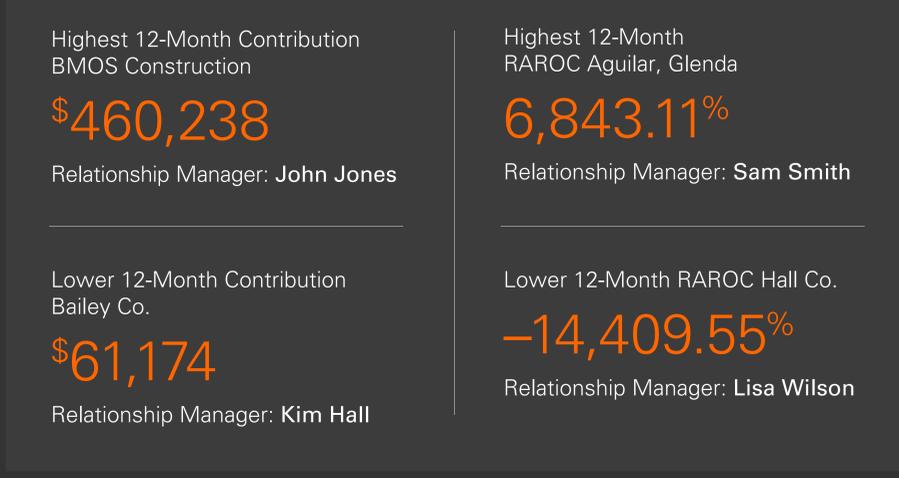
Four Steps to Maximizing Profitability Through Relationships

The most effective portfolio management starts at the relationship level. Employing best practices can help you optimize profitability through relationship value.

1 Identify the Quantifiable Value of Each Relationship

You can accurately price, analyze and manage portfolios based on relationship value.

Example: Relationship Ranking



Source: Axiom Pricing and Relationships Sample Reports

What Stops You: Siloed data and inadequate technology

2 Empower Relationship Managers to Drive Value

Relationship managers can prioritize portfolio management activities to expand satisfaction for top-performing relationships and increase the value of lower-performing relationships.

Example: Portfolio Relationship Issues and Opportunities



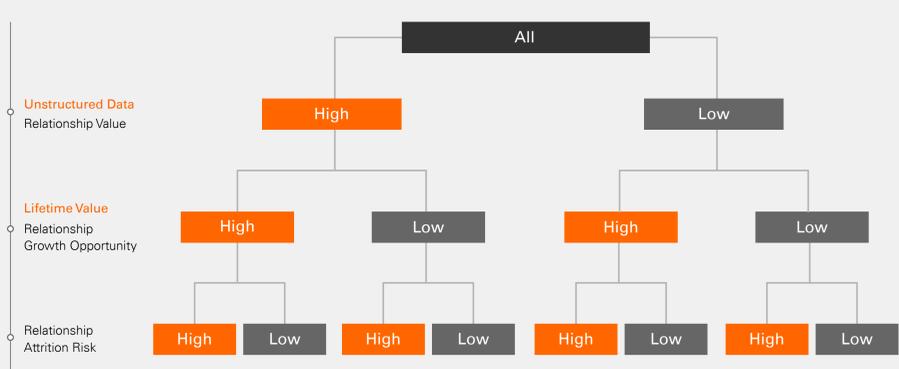
Source: Axiom Pricing and Relationships Sample Reports

What Stops You: Lack of data that can impact profitability incentives for relationship managers

3 Price and Manage Business Based on Relationship Value

Relationship pricing lets you focus on and generate business with higher risk-adjusted profitability.

Example: Relationship Profitability: Data-Driven Treatment Strategies

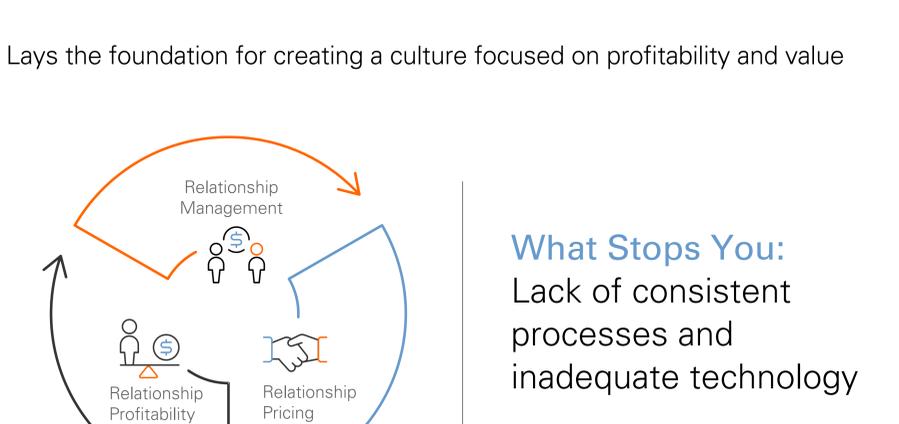


What Stops You: Lack of analysis of current pricing processes

4 Consistently Generate Profitability Data Across All Dimensions



Lays the foundation for creating a culture focused on profitability and value



What Stops You: Lack of consistent processes and inadequate technology

Axiom Pricing and Relationships, offered in partnership with Syntellis Performance Solutions, unites robust relationship management, relationship profitability analysis and relationship pricing in a single, intuitive solution. It helps identify, monitor and nurture high-value relationships, pinpoints underperforming relationships and guides pricing decisions based on empirical relationship profitability.