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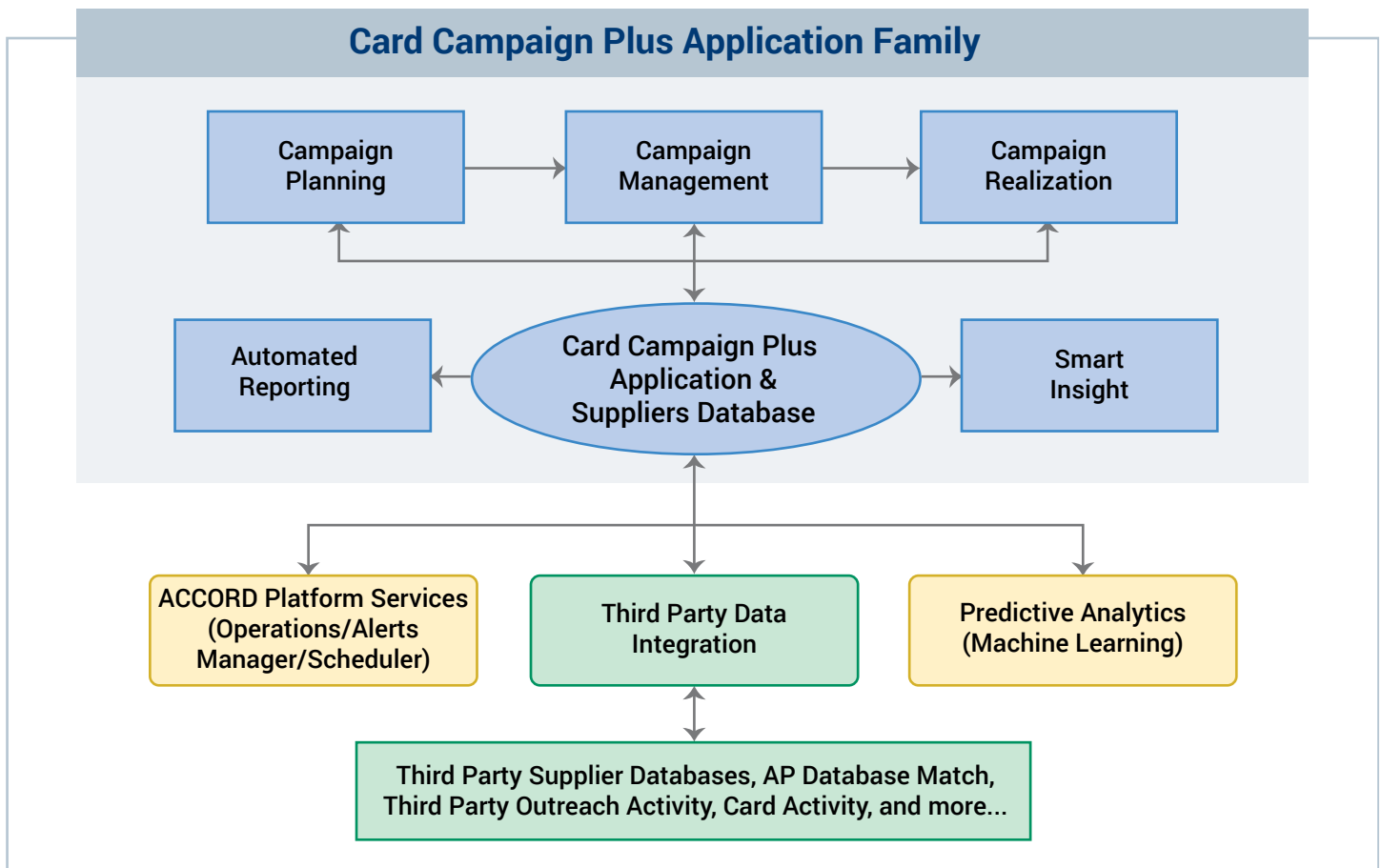
ACCORD® Card Campaign Plus Release 4 Announcement

With the introduction of the fourth release (R4) of **ACCORD® Card Campaign Plus**, Yojna is pleased to announce the availability of an enhanced and expanded product suite of fully integrated, plug-and-play modules that can be deployed, as needed, based on the specific

roadmap tactics of Financial Institutions pursuing Supplier Enablement as a strategic core competency.

The heart of the ACCORD® Card Campaign Plus Product Family is the accumulative, centralized database that continuously expands based on data enrichment activity and supplier intelligence gathered during Supplier touch points overtime. The single, centralized database supports all the modules of the ACCORD® Card Campaign Plus Product Family.

ACCORD® Card Campaign Plus Release 4 employs Predictive Analytics (Machine Learning) to support forecasting and the identification of high potential supplier targets with increasing precision and success overtime.



ACCORD® Card Campaign Plus encompasses a feature-rich product suite that provides the following application modules to Financial Institutions seeking to enable Customers' suppliers' payments via card offerings in lieu of other traditional payment options:

✓ Campaign Planning

- The application allows a manager or Supervisor to create initiatives, identify and target customers and create planned Supplier Enablement campaigns. Within a campaign, an Account Manager can import Supplier Data received from the customer and assign all or a select set of the suppliers to the campaign or campaign phase with associated correspondence requirements and offer details (rebates, payment terms, etc.). The targeting of suppliers is supported by access to selection criteria like annual spend, match status, number of transactions, previous outreach results, such as, card acceptance activity from other Customer Campaigns, etc.
- Optionally, the data can be enriched to expand the quality of the Supplier Data provided by the Customer, using:
 - » Card Network Matching Services
 - » FI Procurement System Data
- Other Third Party Data
- The application supports estimation of potential revenue and customer rebate potential.
- The optional Predictive Analytics support employs machine learning capabilities to a central Supplier history database accumulated over a period as a result of executed campaigns.
- A planned campaign can be exported as a file which can be forwarded to a third party for campaign execution or imported to the CC+ Campaign Management application.
 - » With Predictive Analytics employed to support forecasting and the identification of the highest potential suppliers most likely to accept the card offer from the customer.
 - » Serves as an integrated data feed to Campaign Management or Campaign Realization, depending on the tactical requirements of the financial institution.



✓ Campaign Management

- Supports in-house or third-party Supplier Outreach with optional pre-contact Letter and e-mail Management, Supplier acceptance tracking and card commitment activity tracking.
- Provides value-added Outreach Support during the call based on visibility to card acceptance activity from other Customer Campaigns.
- Compares the forecast (from the Campaign Planning module) to the actual Supplier Outreach results (based on card activity commitment).
- Serves as an integrated data feed to Campaign Realization to support analysis of actual card usage vs. promised card usage.

✓ Campaign Realization

- Compares the actual card utilization to the CardConversion Plus forecasted and supplier outreach promised (card commitment) activity to provide visibility to actual Supplier Realization.
- Serves as an integrated data feed to Campaign Planning to support increased precision of the Predictive Analytics employed to support Forecasting and the identification of the highest potential Suppliers most likely to accept the card offer from the Customer.

✓ Automated Reporting

- Enables the scheduling of the following Campaign Reports:
 - » Campaign Targets
 - » Campaign Forecast
 - » Campaign Results
 - » Campaign Realization Results
 - » And more...

✓ SmartInsight Reporting

- Enables Ad-Hoc Reporting from both Production and Archived Supplier Enablement Database Data
- Reports can be generated as Charts, Graphs and as Grid Formatted Data that can be exported for use in other applications or saved for continued use.

CONTACT US

Contact a Solution Specialist to schedule a demonstration of the
ACCORD® Card Campaign Plus Software Solution