



# dCode Technologies for Finance Services: Increase Share - of - wallet, Meet Cross Sell Challenges

## dCode Lead Generation and Marketing Automation:

For financial services institutions growth is hard to find, revenue is under intense pressure, and the cost of doing business continues to rise. So increasing share-of-wallet with an institution's most profitable customers is just as important as acquiring new ones and less costly.



With dcode, your organization can nurture relationships that support cross-selling and increase share-of-wallet. And dcode can help you create marketing campaigns that get the right message in front of the right customer every time.

## dCode Collaborative Business Intelligence:


dCode collaborative BI provides powerful financial analytics to help institutional and retail market players monitor and analyze economic factors, assets and investments. With dCode, you can run multiple scenarios, perform what-if analyses, and quickly understand potential outcomes to plan accordingly.

Further, dCode helps you deploy an Enterprise Analytics Platform to a wide array of knowledge workers, from developers and analysts to end-users who are publishing and consuming data. All three aspects of your business - revenue, risk, and compliance - can be directly and positively impacted by dCode.

With dCode, it is easy to efficiently bring together and re-use your corporate knowledge in the form of data sources and/or repositories of business logic. Plus, dCode enhances the planning and performance management functions by making it easy to a) highlight trends in data, b) detect outliers, c) run what-if scenarios, and d) freely explore the data without being constrained by pre-defined data structures such as cubes.

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