



# ETHOS<sup>TM</sup> ANALYTICS

The power of unified data for impactful insights,  
clear decisions and actionable strategies

# CUTTING THROUGH THE NOISE IS THE KEY TO DATA-DRIVEN DECISION MAKING.

**It is imperative to the growth of your organization that you gain access to critical operational metrics and key performance indicators. But how?**

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Many financial institutions are rich in data but lack the resources to unify that data across data sets and analyze it holistically to create impactful insights and actionable strategies. Moreover, your employees' time and energy is focused on the day-to-day demands of running the business, servicing customers, and building relationships. So, the valuable data within your financial institution remains unused, stored in operational silos, wasted.

What if your financial institution had a tool that gave your teams access to the right data and analytics needed to make informed business decisions without taking them away from their daily commitments to customers? Ethos Analytics is just that tool.

## GET MORE FROM YOUR DATA WITH INTEGRATED TOOLS, INSIGHTS AND ACTIONS.



### Discover new insights

Reveal relationships between unrelated data points to connect the dots and build a better understanding of your customers.



### Best-of-breed visualization tools

Move quickly through your data and get more from it than ever before with our modern, user-friendly interface.



### Empowers all users

Intuitive, easy-to-use dashboards offer access to multiple data sources to all different types and skill levels of users in your organization.

# YOUR DATA: UNIFIED AND SIMPLIFIED

Ethos Analytics from FIS offers a unified view of your organization's data captured in one place. Easily identify trends and patterns presented in user-friendly dashboards and reports that make data insights crystal clear. With these insights, your team can quickly identify opportunities, manage your lines of business, better predict fraud and risk, and understand your customers in a deeper, more meaningful way.

Ethos Analytics takes the complicated world of big data – the complexity of aggregation, normalization, governance, privacy and compliance – and simplifies it using a low-cost, easy-to-use, best-in-class tool.

## Customer relationships redefined for growth

With Ethos Analytics, your organization can leverage its data to build customer relationships and grow your business. Ethos Analytics empowers you to:

- Develop a better understanding of customer spend, transactions, fraud and default risk, and loyalty trends
- Discover new insights into customer relationships to highlight opportunities, drill down into the data, and export reports
- Leverage relationship data to drive customers to the most cost-effective channels
- Detect outliers, such as fraud events quickly and resolve the issue while minimizing customer friction
- Identify areas where investment is needed to meet customer demands, based on their proven behaviors
- Produce strategic revenue growth initiatives
- Generate cost-saving operational adjustments



## Unlock the power of data

Ethos Analytics includes readily accessible insights with the latest fintech capabilities your organization needs to harness and optimize your data:

- Leverage pre-built, out-of-the-box metrics and key performance indicators developed by FIS to instantly access trends and insights across multiple data sets
- Create your own standard and custom value-added graphs, charts and other visualizations that quickly show mission-critical metrics, trends and key performance indicators
- Ethos Analytics provides a user-friendly dashboard enabling users of any skill level to track KPIs, gain insights, and drill down into granular level for an unprecedented view of customer and account activity
- Incorporate Ethos Analytics reports and outputs into other products and processes to drive revenue growth and reduce costs
- Ethos Analytics is tightly integrated with Ethos Data Governance to ensure that your data is ethically managed, understandable, usable, and secure
- Enjoy a highly intuitive, fully accessible user interface from your desktop or portable device



**HARNESS THE POWER OF  
YOUR DATA WITH INSIGHTFUL  
VISUALIZATIONS, REPORTING  
AND ANALYTICS.**



FIS is a leading provider of technology solutions for merchants, banks and capital markets firms globally. Our 55,000 people are dedicated to advancing the way the world pays, banks and invests by applying our scale, deep expertise and data-driven insights. We help our clients use technology in innovative ways to solve business-critical challenges and deliver superior experiences for their customers. Headquartered in Jacksonville, Florida, FIS is a Fortune 500® company and is a member of Standard & Poor's 500® Index.

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