Subject: You are working to make your bank more profitable.
Preheader: But is it working? Use Optimization Software to increase profits

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Today's Forward Thinking Banks Use Optimization Software
FICO Optimization Solution for Deposit Pricing can be a critical component of a bank's profitability and regulatory transparency.
Download whitepaper [Optimization Solution for Deposit Pricing]

You've tried streamlining branches, creating new products, cross-selling customers, and trimming costs. But it's not working fast enough. Luckily, growing the top line and cutting costs are not the only way to increase profits.

Improve Deposit Margins 10-30% with Optimization Software

The most successful banks today use an Optimization Solution to help them increase profitability and stay ahead of competitor products and services.

Optimization enables banks to:

1. Determine the deposit rate elasticity of their customers,
2. Model the impact of new deposit pricing strategies,
3. optimize their deposits portfolio, and continuously monitor competitors' deposit rates and customer behaviors to help them stay ahead of Leveraging

All with software that can get you up and running in a few months.

FICO (NYSE: **FICO**) is a leading analytics software company, helping businesses in 90+ countries make better decisions that drive higher levels of growth