

Smarter Banking Powered by AI

The Pegasus Advantage

- Analytics Insight Powered by AI
- Predictable monthly investments- No hidden costs
- Layers on existing tools, with no Systems or Software to manage
- Customizable Dashboards

Competitive Advantage

- Connects with all industry leading core Banking Systems
- Integrates all your data sources (Core, Cards, Loans etc.) for a 360-Degree view of each customer
- Integrates 3rd Party Data Sets and Text data for Analytics

Flexible Solution Deployment

- Hosted in your data center
- Hosted on the cloud
- Accessed by Desktops or Mobile devices
- Implementation and results measured in weeks



Today's customers are empowered. They want a true business partner that can add value to their business process. PKSI has been delighting enterprise organizations for over 22 years, providing choice, convenience, personalization and value. We don't simply meet customer needs, we anticipate them.

Advanced Banking Analytics (ABA)

PKSI's ABA utilizes statistical techniques, AI, Machine Learning, text and social data mining to provide insights that enables smarter banking decisions and reduces overall costs. Our team of banking experts and Data Scientists have built custom algorithms that sift through banking data stored across multiple data sources, including structured, semi-structured, unstructured and syndicated data

Customer Attrition Analytics: Use machine learning and statistical techniques across all your data to easily predict and visualize customers at risk of leaving within the next few months; this enables your bank to understand reasons for attrition and pro-actively work to mitigate that risk.

Attract & Acquire new Customers: Dramatically improve response rates / lift marketing efforts and target campaigns based on customer micro-segments

Customer Experience & Engagement: Predict Customer Engagement score and optimize patterns of engagement, providing banks with deep insights on services utilization and opportunity.

Customer 360—degree: Blend all operational data sources and create a real-time, complete analytical view of a customer across all their banking relation-

Enable Digital Transformation: Enabling banks to form new relationship in ways that you couldn't do before track member information across omni-channel communications.

Simplify BSL/AML Compliance: Entity Resolution and management, Governance Risk and Compliance solutions seamlessly integrated.

Product Propensity: Combine your customers' online behavior with historic purchase data to determine exactly the right product/customer pairing – making product recommendations and other promotional strategies more effective.

Advanced Banking Analytics (ABA)

Our pre-built solution and skilled resources can help you quickly harness the value of AI, let you leverage existing investments and deliver improved business results—improved revenue, reduced costs and improved customer experience.

Recognized By: **Banking** TOP 10 **ARTIFICIAL INTELLIGENCE** **Outlook** SOLUTION PROVIDERS - 2018



Advantages



Advanced Analytics Made Easy: Our predictive analytics solution is platform agnostic and hence can be easily integrated into any existing set up with minimum requirements and can also be accessed via cloud on any device. You get the insights of our Data Scientists without expensive resource, systems and equipment investments.

Capture Diverse and Valuable Data Sets: Our predictive solution leverages data across Banking systems and is built on industry leading platforms including Fiserv, Jack Henry and similar systems. Business insights are delivered using Employee data, Performance data, Recruitment, Sentiment data points gathered from internal and external data sources.

Visualization on the Go: View your dashboards on the cloud or at the desk. If you already have a preferred visualization tool, we can work with that tool too! We will build the dashboards to suit your needs. All you need to do is use them!

AI Ecosystem of Partnerships



About PKSI

Founded in 1997, *Pegasus Knowledge Solutions, Inc.* (PKSI) is a premier solution and services company based in Schaumburg, Illinois. Our mission is to provide advanced analytic solutions that enable our clients to stay ahead of their competitors in today's global marketplace. Our Global Delivery is **ISO 9001-2008** and **ISMS 27001-2013 Certified**. Our Industry leading AI partnerships include strategic relationships with Cisco, IBM, Pitney Bowes, Qlik and SAS, enabling our customers to focus on business results.



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