



Innovative Solutions and Insightful IT Strategies for Successful Financial Services Companies

In today's globally competitive financial services world, executing quickly, effectively and efficiently on smart strategies is the ultimate competitive differentiator.

With the stakes so high, you wouldn't base your competitive strategy on chance. So why chance your business on yesterday's approach to maximizing revenue, reducing risk and raising retention rates on your recurring financial relationships?

Today's intense competitive pressures call for you to have the best, most precise, most predictive information on which to act, quickly and automatically. After all, who has time to wait? Especially when you need to deal with:

- Risky market entry
- Float decisioning
- Credit line optimization
- Large write offs and long roll rates
- Fraud loss
- Poor customer treatment
- Accounts payable issues
- Customer pick-off, customer churn and more

You need the power of predictive analytic software to give you the right information at the right time to take the right action-right now. And you need the best consulting expertise and experience to get the most out of your strategic software deployment.

Predictive analytic projects yield more than 50 percent higher median ROI than projects based on other approaches—IDC, a leading global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets.

Partnering for Success: The Power of Two

So, if you're a financial service organization looking to increase the value and reduce the risk of every ongoing consumer financial transaction, Austin Logistics and Bridgeforce together provide the most effective, efficient way to do that.

From upfront strategic consulting through training and education, Bridgeforce provides process insight and expertise that drives value throughout your business. Austin Logistics is the enabling technology to help make that happen.

Austin Logistics is the leading provider of predictive analytic software solutions that go from deployment to value in under a year. And Bridgeforce is the provider of expert consulting services in the strategies, systems and tools required to maximize the value of customer relationships.



In-Market Experience Across the Consumer Credit Lifecycle

Austin Logistics and Bridgeforce bring extensive experience serving financial service customers, including the top credit card issuers, retail banks, insurance companies, mortgage companies, credit issuers and telecommunications companies. Together, we offer a full line of services and predictive analytic software solutions that gives you the fastest and most effective path to competitive leadership.

The Power of Predictive Analytics ...

Austin Logistic uses the power and precision of innovative, patented predictive analytic software solutions to solve specific problems across risk, marketing and collections quickly:

- Management for credit cards and debit, from a float decision application that rapidly identifies potential loss and fraud to a day one risk scoring application that eliminates the risk of early-month-on-books accounts
- Targeted marketing for cross sell and retention, including treatment optimization that balances business objectives against resource constraints
- Collection optimization for all debt types, including best time to call, call targeting, and compliance management that together ensure greater recovery of dollars, reduced roll rates and charge-offs, all with greater operational efficiency

... Supported by Proven Strategic Consulting

Bridgeforce specializes in meeting the needs of companies that directly manage account receivables and financial transactions. Combining best practices from an array of industries with "in the trench" experience, Bridgeforce offers solution strategy and design, business case/vendor assessment and solution management services. These include problem definition, best practice benchmarking, need and gap analysis, delivery management, quality assurance testing, post-implementation financial metrics and much more.

For more information about how Austin Logistics and Bridgeforce can help your company maximize value from its recurring financial relationships, contact:

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