LexAlign Demo Guide

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Purpose

The purpose of this document is to provide a demo guide to the sales team to help them learn how to demo the LexAlign solution.

Introduction (Start Demo)

After introductions and discovery discussion:

We're now going to look at the LexAlign solution starting with what you, as the Financial Institution have access to.

We'll then take a look at how your customers experience the LexAlign solution.

LexAlign Institution Dashboard

Log on to your demo account.

The data you are seeing is from a real LexAlign customer, but we've anonymized it to protect the innocent.

Let's start by reviewing the Dashboard navigation elements.

- The List Tab displays a list of customers, tracking high level status and results on a per customer basis.
- The Aggregate Tab provides a look across customers, summarizing common issues, trends, and completion status.
- The Reports Tab provides downloadable reports by completion status, risk factors, and customer actions.
- The Support Requests Tab shows the requests for support from customers.
- The Control Panel Tab enables configuration and set up; it is only visible for certain roles.

Now we'll drill-down into each of the sections.

LIST

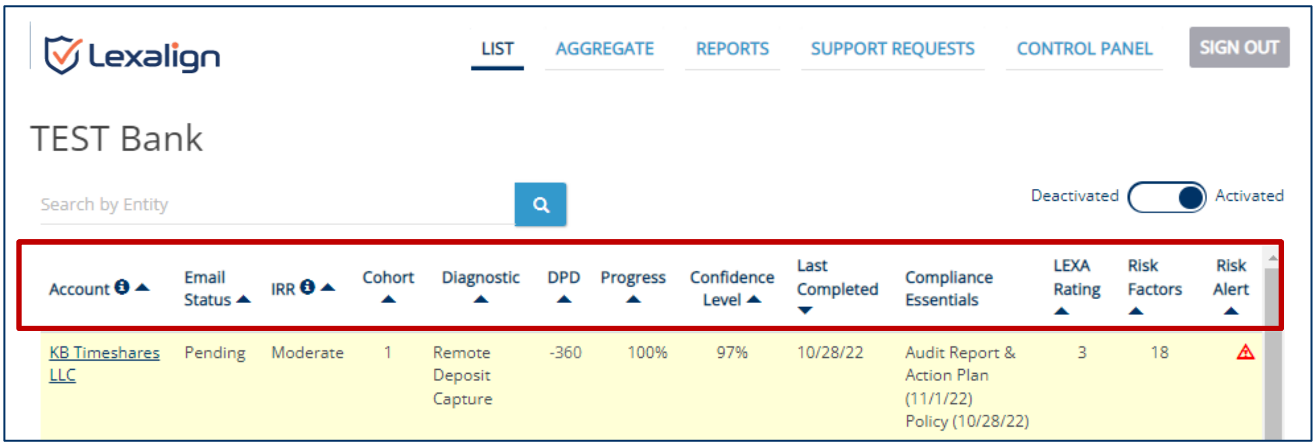
The List section provides status by customer.

This list replaces and improves upon the spreadsheets you've been using, especially for the burdensome task of tracking completion status. With LexAlign, it is all automated.

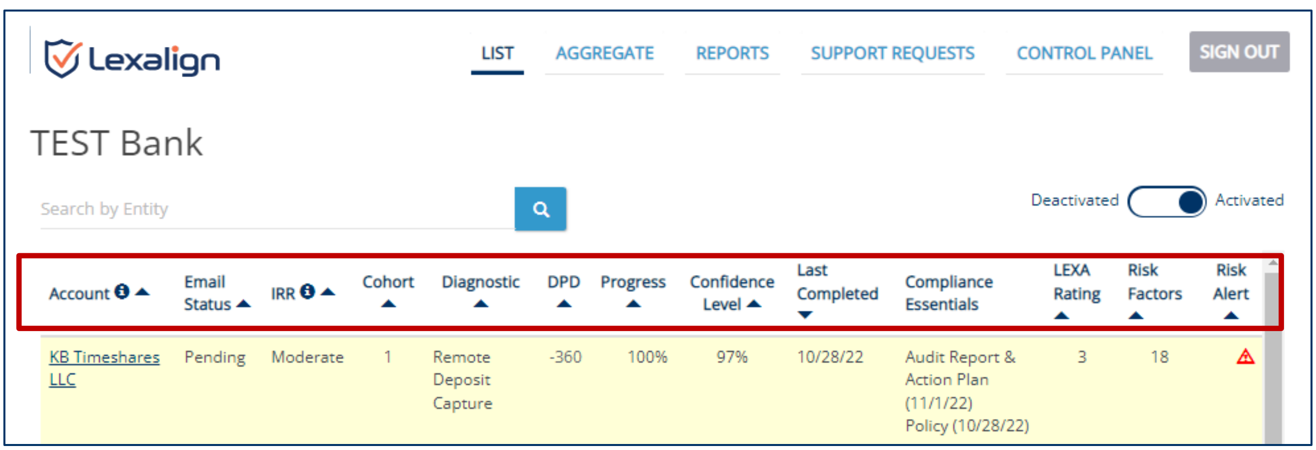
You can filter the list by Activated or Deactivated accounts.

You can search by customer name.

And you can sort each of the columns.



Let’s take a look at the data included in the List.



The **Account** column is a list of customers with a link to more detailed information about each customer's Assessments.

Email Status: The LexAlign platform automatically emails the customers to inform them of the expectations and deadlines for completing an Assessment. These email notifications are configurable. This column shows the status of those emails. A "Link Clicked" means the customer accessed their unique dashboard. It also indicates if an email address is missing or is bad (bounced).

IRR (Internal Risk Rating): You can add your Internal Risk Rating to the LexAlign dashboard if you have one. It is an optional field that can be included in your data import.

Cohort: Cohorts are groupings of customers. You can divide your customers into cohorts for launch management and reporting.

Diagnostic: Shows the LexAlign Diagnostic for which the row displays status data for the customer.

DPD (Days Past Due): Numbers in red show the number of days the customer is past due for completing an Assessment based on the due date assigned to them. Negative numbers indicate the number of days until the next Assessment is due.

Progress: Indicates the customer's progress in completing the current Assessment.

Confidence Level: This is one of the things that makes our automated approach superior and is intended to indicate the validity or reliability of the customer's self-assessment, as an additional risk factor. It is essentially a consistency calculation on the information collected in the Assessment. Lower confidence levels indicate inconsistent information was given during the Assessment, suggesting that some of the answers might not be reliable.

Last Completed: Indicates the date the last Assessment was completed.

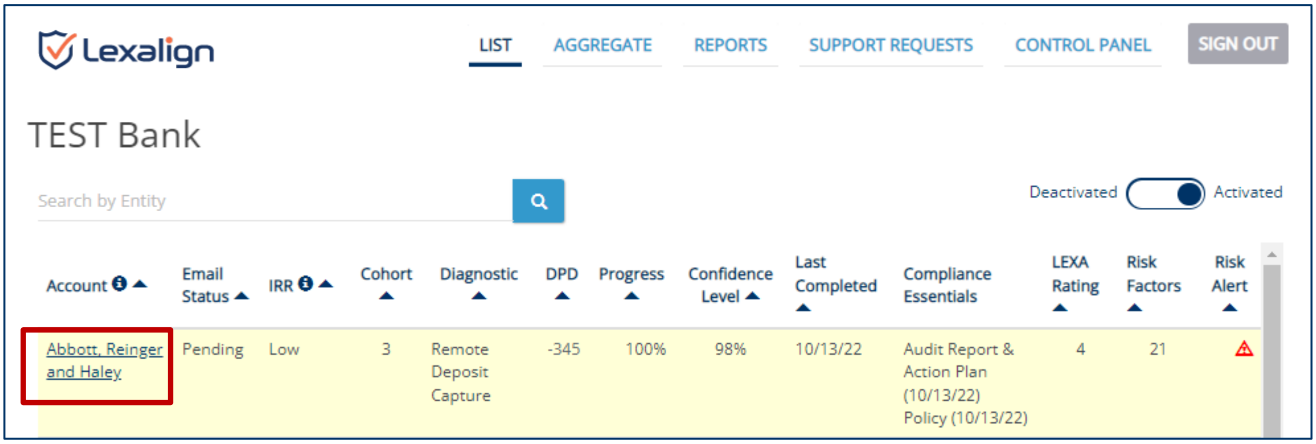
Compliance Essentials: Shows the set of Compliance Essentials created by the LexAlign platform for the customer upon its completion of the Assessment. It also identifies whether and when a customer accessed a given Compliance Essential. And it is an indication for how engaged the customer is in taking the next steps after completing the Assessment. We've seen over 90% of customers open their Audit Report & Action Plan and 80% open their Policy document.

LEXA Rating: Proprietary risk rating based on LexAlign's unique data set captured by the Assessments. The LEXA Rating is derived by comparing the combined weight of Risk Factors identified in the Assessment with the maximum Risk Factor weight possible. The assignment of Risk Factor weights is based on the significance of a given Risk Factor in regulatory guidance or law, as adjusted based on input from experts and industry veterans, and as such are subject to change.

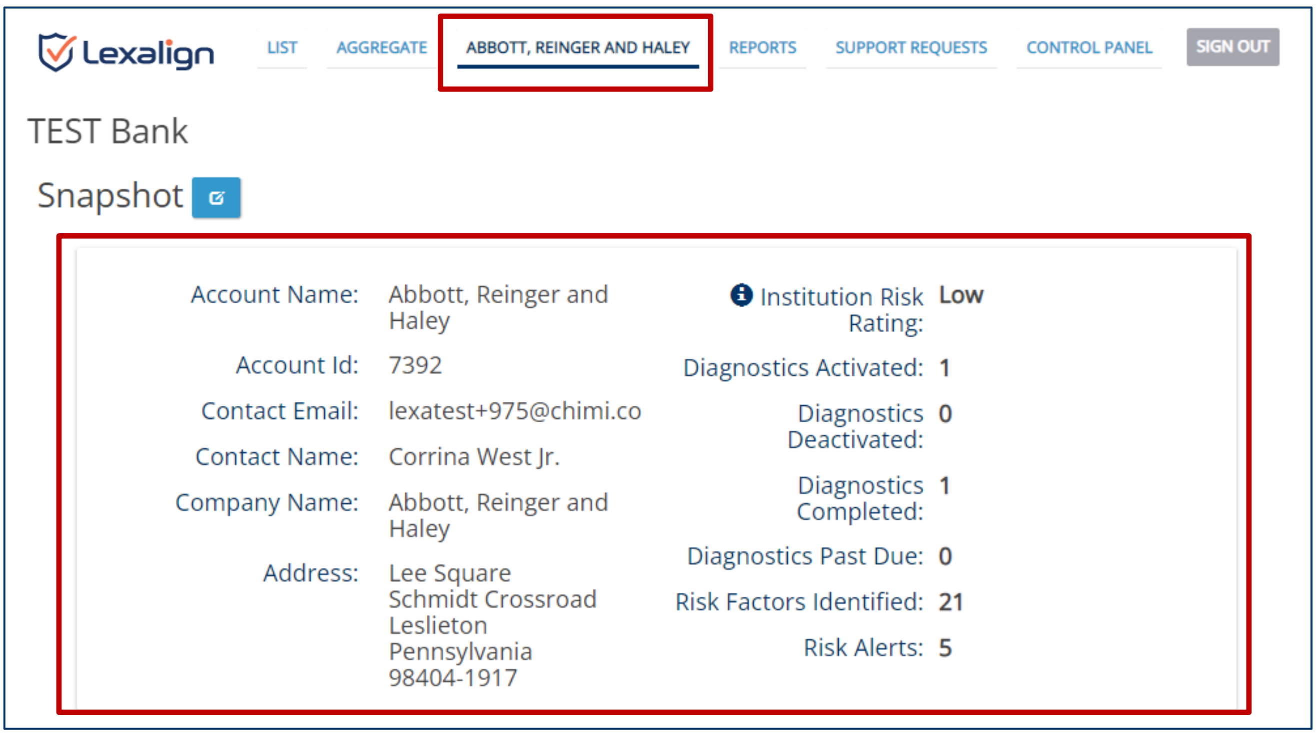
Risk Factors: Indicates the number of Risk Factors identified in the Assessment. A Risk Factor means the customer's practices represent an avoidable risk of fraud, data breach, theft, or loss based on the relevant Federal regulatory guidance.

Risk Alert: A Risk Alert indicates that there is a Risk Factor identified in the Assessment that either represents a heightened risk or is an issue that the Financial Institution can help remediate without delay. Rows with risk alerts are highlighted in yellow.

Now let's take a look at an individual customer.



The first part of this page provides a high-level snapshot of the customer.



Here you can see a summary of things like the number of Risk Factors and Risk Alerts from the current Assessment.

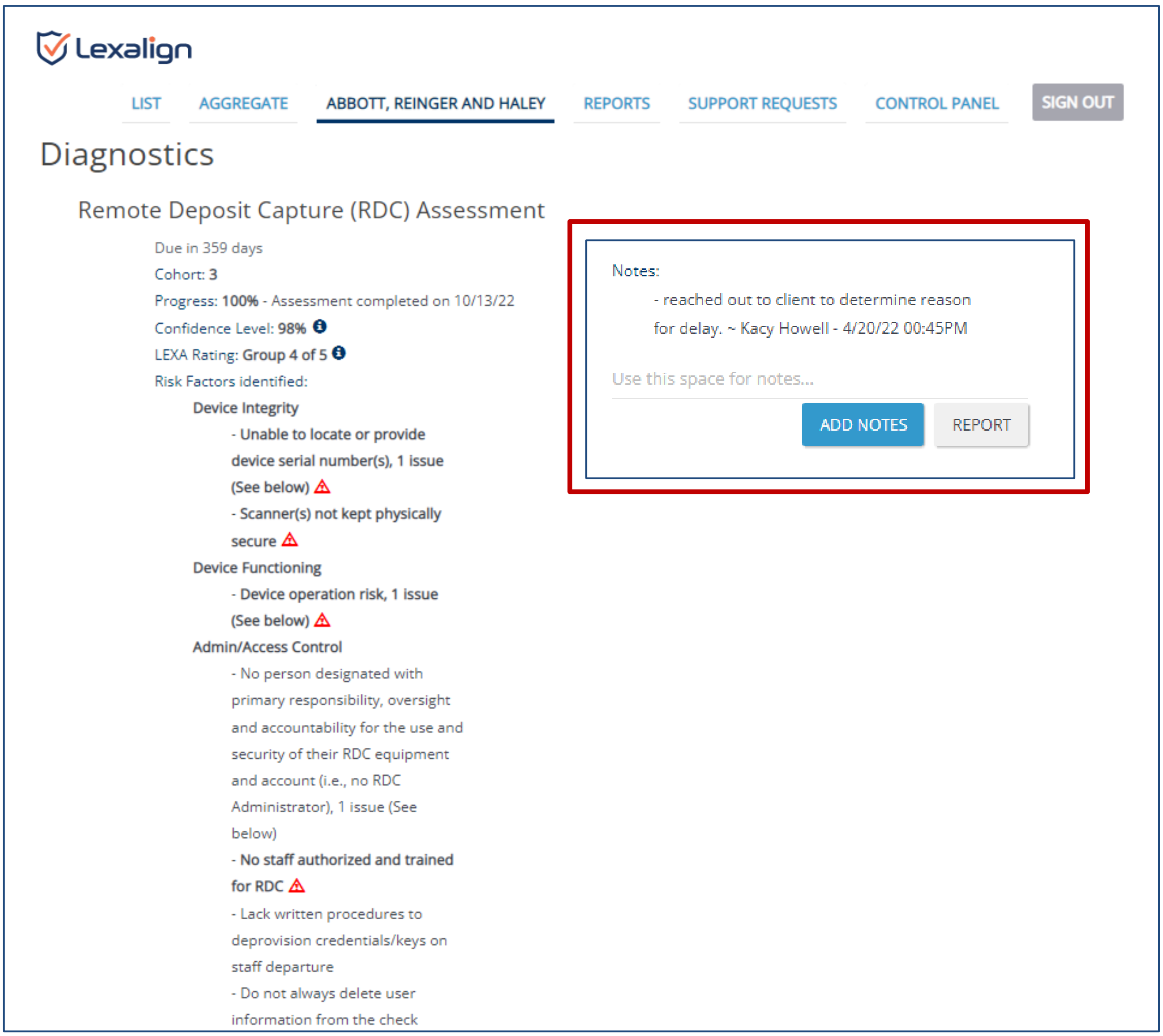
While scrolling through the page

The rest of the page provides results from completed Assessments and includes Confidence Level Score, Risk Factors identified, Risk Alerts indicated by the red triangles, the customer's Forward Projections, and other relevant information.

You can also see where the customer entered data directly where is says “customer input”.

Forward projections can be helpful to determine if current behaviors such as a lot of overage spikes was expected or not, which can indicate a risk that needs to be attended to.

Notes can also be added for each Assessment to track interactions with the customer.



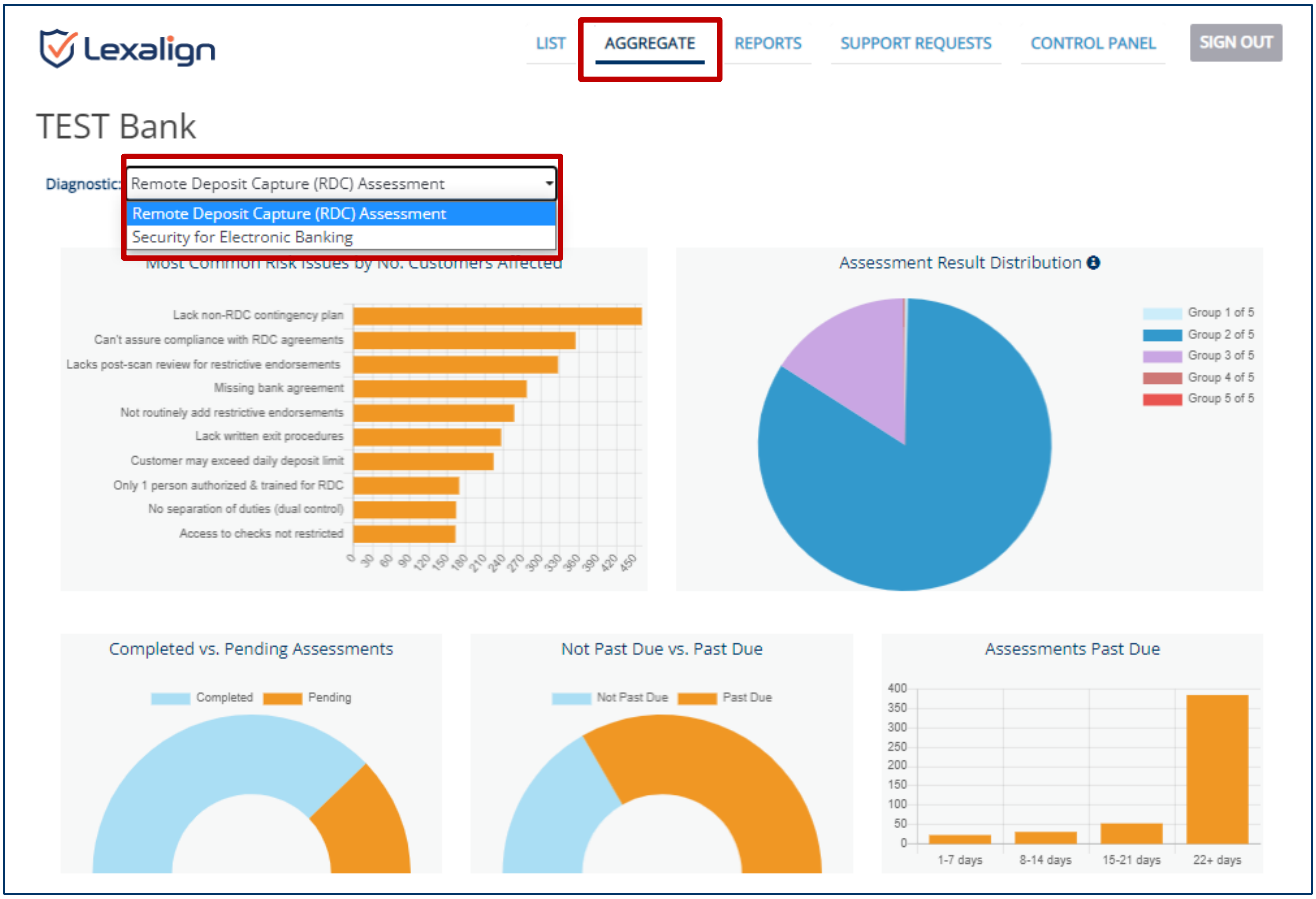
Now we’ll look at the Aggregate section where we can see trends across all customers.

AGGREGATE

The Aggregate section demonstrates your Risk Management and Support.

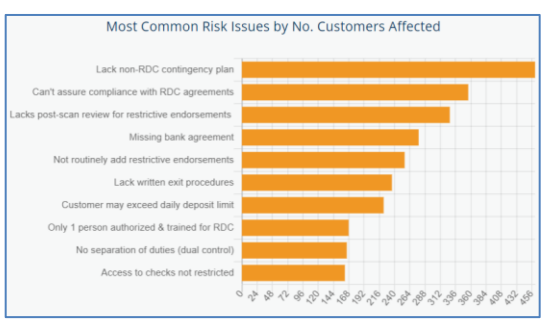
It can also help you prioritize remedial actions based on greatest potential impact.

The information is presented by LexAlign Diagnostic.

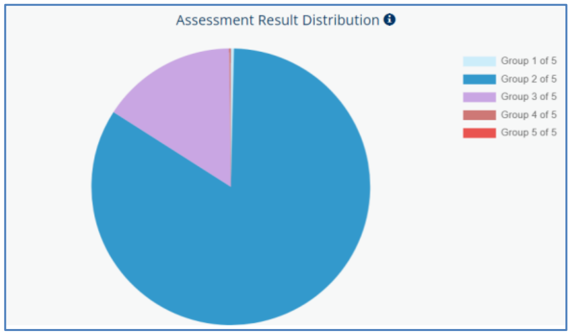


Let's take a look at each of the charts.

The **Most Common Risk Issues by Number of Customers Affected** chart shows the most common Risk Issues across customers' completed Assessments in the current cycle. This is the information you can use to prioritize remedial actions based on greatest potential impact.



The **Assessment Result Distribution** chart groups customers by weighted risk factors to give you a visual of how your customers are distributed by Risk Factors. In this example, the majority of customers are in group two which is a good indication of consistency across customers.



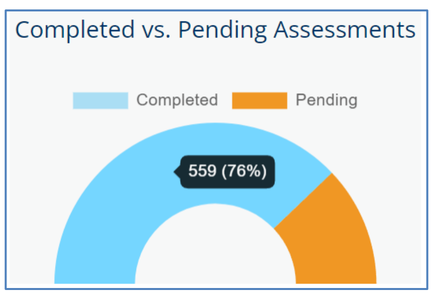
Optional: If anyone asks to explain how the Assessment Result Distribution is created.

For any given customer, the Assessment Result is derived by comparing the combined weight of Risk Factors identified in its Assessment with the maximum Risk Factor weight possible.

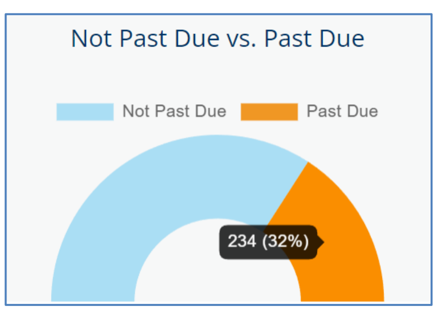
Group 1 has zero Risk Factor weight. Customers with greater than zero Risk Factor weight are placed in Groups 2 - 5, in ascending order.

Risk Factor weights are based on the significance of a given Risk Factor in regulatory guidance or law, as adjusted based on input from experts and industry veterans.

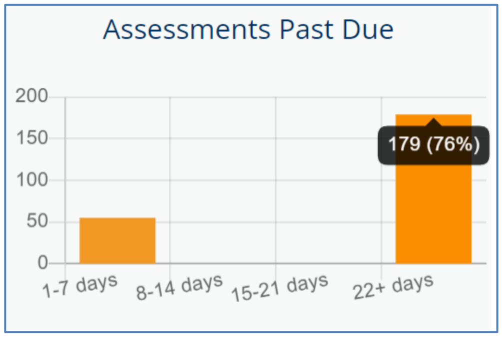
Completed vs. Pending Assessments shows how many customers completed an Assessment and how many still need to do them.



Not Past Due vs. Past Due shows how many customers are and are not past due on completing their Assessments.



Assessments Past Due shows the number and percentage of customers that are past due by the number of days past due.

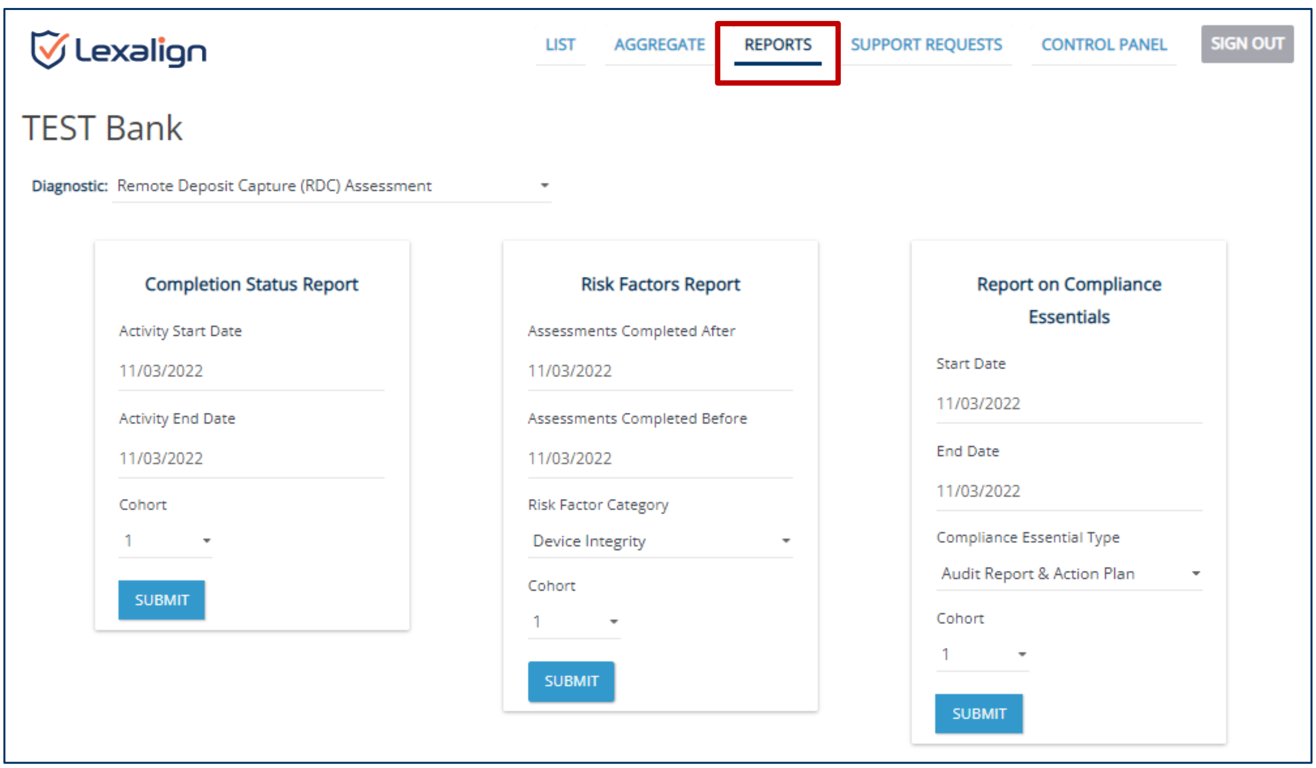


REPORTS

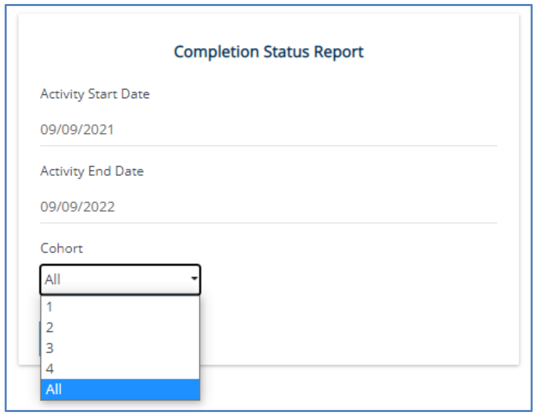
The Reports section enables you to extract actionable data in a spreadsheet format.

Actionable data includes Completion Status by customer, which customers are impacted by different Risk Factors, and which customers have or have not accessed each of the Compliance Essentials.

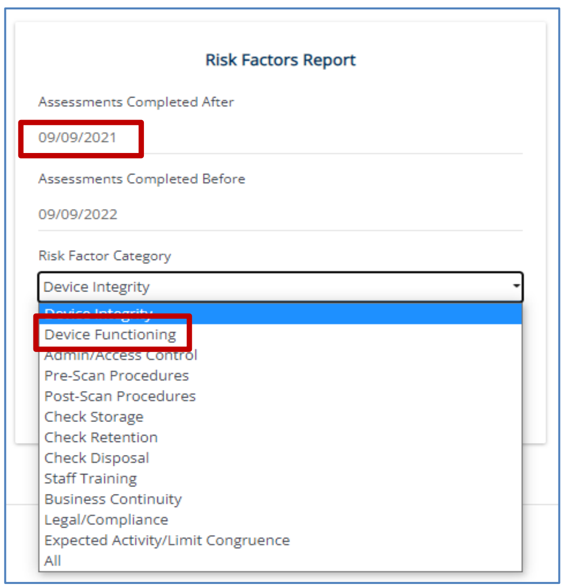
Also, we've included the related customer email address in each of the reports to help facilitate your Risk Management actions in case you want to email groups of customers.



The **Completion Status Report** shows Assessment completion status by cohort and customer for the selected time period.



The **Risk Factors Report** shows a list of customers by Risk Factor category and individual Risk Factors. This report can help you understand how to use the data that LexAlign is capturing.



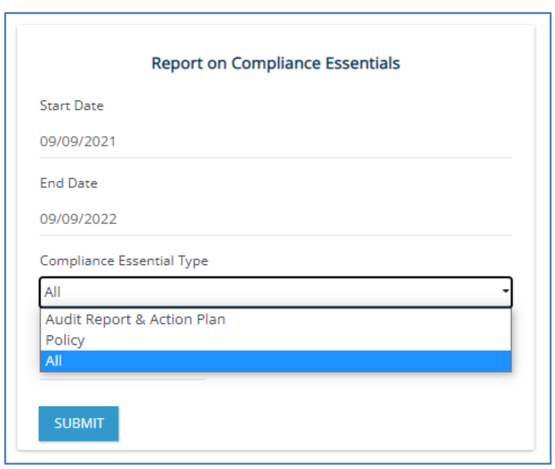
Change the date to 2021
Select “Device Functioning”
Select “All Cohorts”
Click “Submit”
Open the excel file
Expand the columns

This report shows the Device Functioning issues across the customers, note that the first 27 entries were all indicated by the customers and the responses are all very professional showing that they were taking the assessment seriously. This information is very actionable, and as email addresses are included in the file, you can do follow up to address the issues raised.

	A	B	C
1	Risk Factor Category	Risk Factor	Detail
2	Device Functioning	Device operation risk	Device Issue (customer input): At times, scan doesnt note amount of check
3	Device Functioning	Device operation risk	Device Issue (customer input): Data extraction from image not always correct or is missing data
4	Device Functioning	Device operation risk	Device Issue (customer input): doenst always read checks either hand written of computer checks
5	Device Functioning	Device operation risk	Device Issue (customer input): does not always read the numbers on bottom
6	Device Functioning	Device operation risk	Device Issue (customer input): ever since my computer updated to Windows 11 I cannot scan or make a deposit.
7	Device Functioning	Device operation risk	Device Issue (customer input): Feeder takes in 2 checks once in a while
8	Device Functioning	Device operation risk	Device Issue (customer input): I have to unplug the scanner for 30 seconds before I use it, otherwise it will not initialize.
9	Device Functioning	Device operation risk	Device Issue (customer input): It does not connect at times. I think it is the cables
10	Device Functioning	Device operation risk	Device Issue (customer input): It no longer separates problem checks from the whole
11	Device Functioning	Device operation risk	Device Issue (customer input): LOOSE PIECE INSIDE SCANNER
12	Device Functioning	Device operation risk	Device Issue (customer input): Needs replacement
13	Device Functioning	Device operation risk	Device Issue (customer input): Nothing comes out on the checks
14	Device Functioning	Device operation risk	Device Issue (customer input): Occasionally the scanner will not accurately read the check numbers i.e. Account Number (w
15	Device Functioning	Device operation risk	Device Issue (customer input): Often misses numbers - it is an OLD scanner.
16	Device Functioning	Device operation risk	Device Issue (customer input): Reports not printing correctly
17	Device Functioning	Device operation risk	Device Issue (customer input): Scanner doesn't read certain checks
18	Device Functioning	Device operation risk	Device Issue (customer input): scanner is fine
19	Device Functioning	Device operation risk	Device Issue (customer input): sometimes I have to manually enter info
20	Device Functioning	Device operation risk	Device Issue (customer input): Sometimes it does not connect and I have to restart the computer
21	Device Functioning	Device operation risk	Device Issue (customer input): Sometimes scanner won't wake up when computer is woken up and computer needs to be re
22	Device Functioning	Device operation risk	Device Issue (customer input): sometimes stops in the middle of scanning
23	Device Functioning	Device operation risk	Device Issue (customer input): SOMETIMES THE ROUTING #DOES NOT REGISTER
24	Device Functioning	Device operation risk	Device Issue (customer input): Sometimes, check information has to be entered manually
25	Device Functioning	Device operation risk	Device Issue (customer input): the scanner has trouble reading money orders
26	Device Functioning	Device operation risk	Device Issue (customer input): The scanner is not initializing and sparks when plugged in
27	Device Functioning	Device operation risk	Device Issue (customer input): The scanner misreads certain types of checks often and capture data must be corrected to ba
28	Device Functioning	Device operation risk	Device Issue (customer input): Web Scan sometimes stops working.
29	Device Functioning	Device operation risk	Device issue: At least one scanner not printing clearly
30	Device Functioning	Device operation risk	Device issue: At least one scanner not printing clearly
31	Device Functioning	Device operation risk	Device issue: At least one scanner not printing on checks
32	Device Functioning	Device operation risk	Device issue: At least one scanner not printing on checks
33	Device Functioning	Device operation risk	Device issue: At least one scanner not printing on checks
34	Device Functioning	Device operation risk	Device issue: At least one scanner not printing on checks
35	Device Functioning	Device operation risk	Device issue: Check feeder on at least one scanner not working
36	Device Functioning	Device operation risk	Device Issue: Check feeder on customer's sole scanner not working
37	Device Functioning	Device operation risk	Device Issue: Check feeder on customer's sole scanner not working
38	Device Functioning	Device operation risk	Device Issue: Check feeder on customer's sole scanner not working

The **Report on Compliance Essentials** shows the status by cohort and customer regarding access of Compliance Essentials.

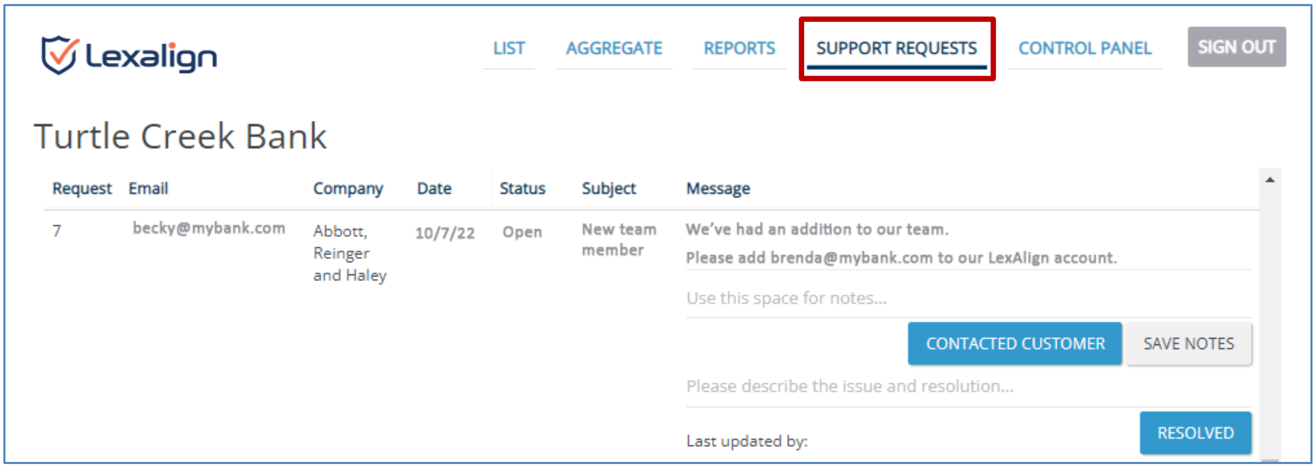
Access of Compliance Essentials means customers have taken the first step in addressing their gaps and improving their risk status.



SUPPORT REQUESTS

The Support Requests section lists customer requests for support.

Across our clients, requests have been less than 1 per 100 customers so this does not create a burden for your team.

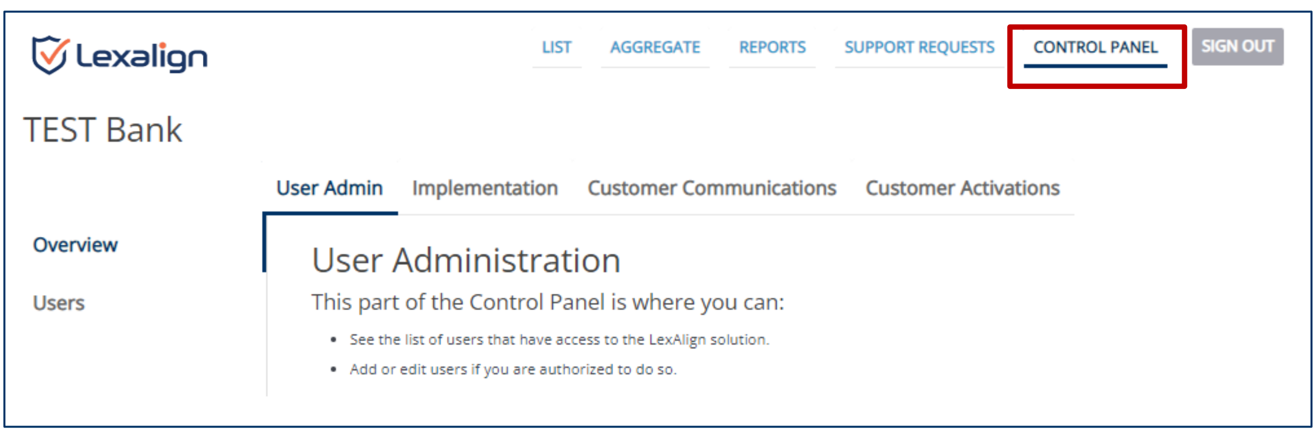


You can add notes to document the actions you take for each request and indicate customer outreach and status.

CONTROL PANEL

Note: we aren't covering all details of the Control Panel in the demo, that would be too much detail for a demo.

The Control Panel section enables authorized users at your institution to perform various set up and implementation functions.



User Admin

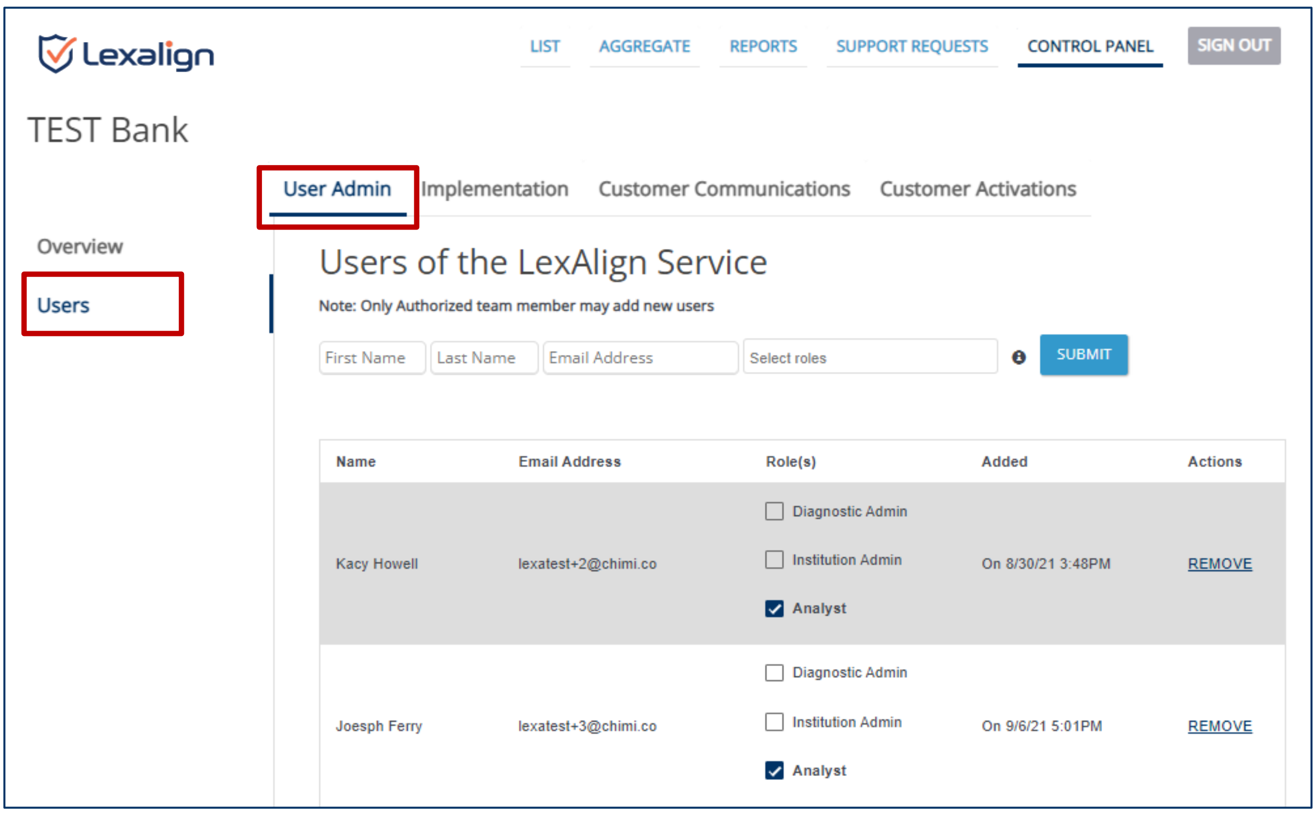
User Admin enables the addition and removal of Institution users.

Institution users are assigned one or more roles.

The basic user is the Analyst Role.

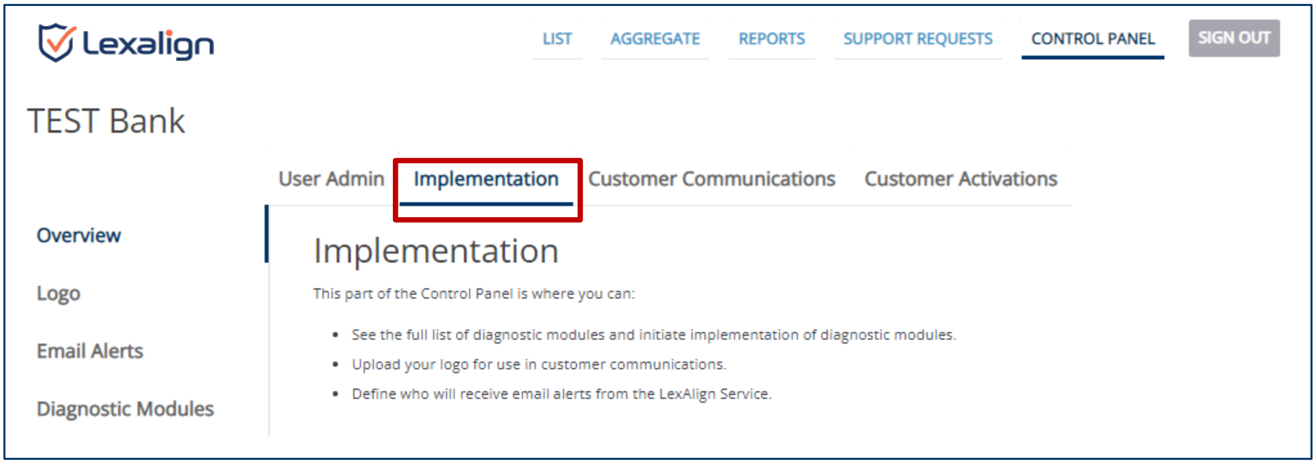
Team members that are responsible for configuration using the Control Panel will be assigned the Diagnostic Admin role. The Diagnostic Admin role includes the Analyst role.

The Institution Admin role is used for IT resources at your institution that are responsible for giving employees access to software products. If an employee only has the Institution Admin role, they will only have access to the User Admin functions of the Control panel.



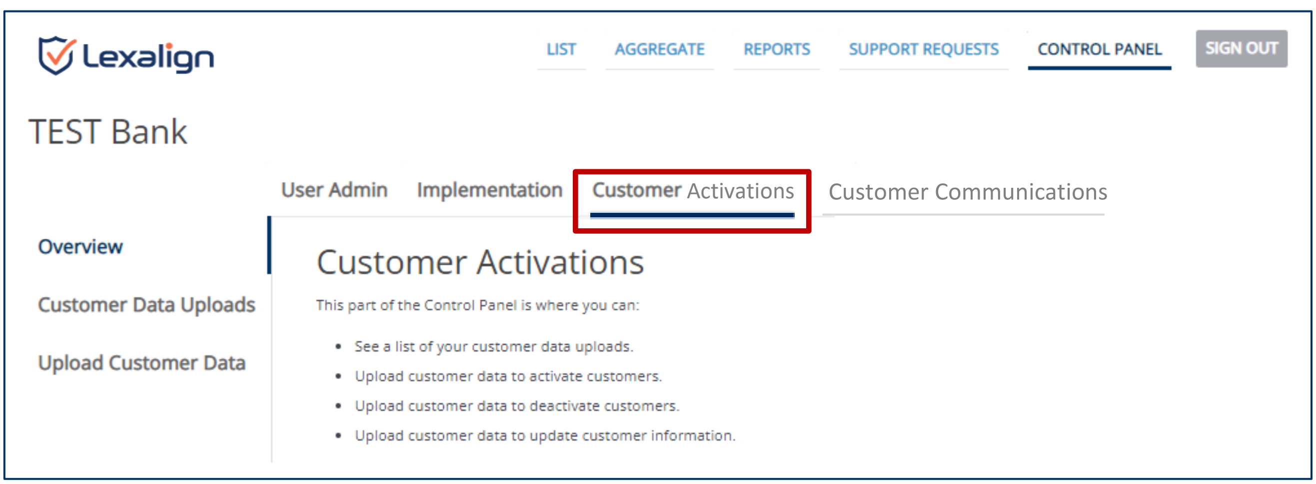
Implementation

The Implementation section of the Control Panel enables you to upload your logo that is used in email communications and the Customer Dashboard, identify who will receive different system email alerts, and request implementation of new LexAlign Diagnostics.



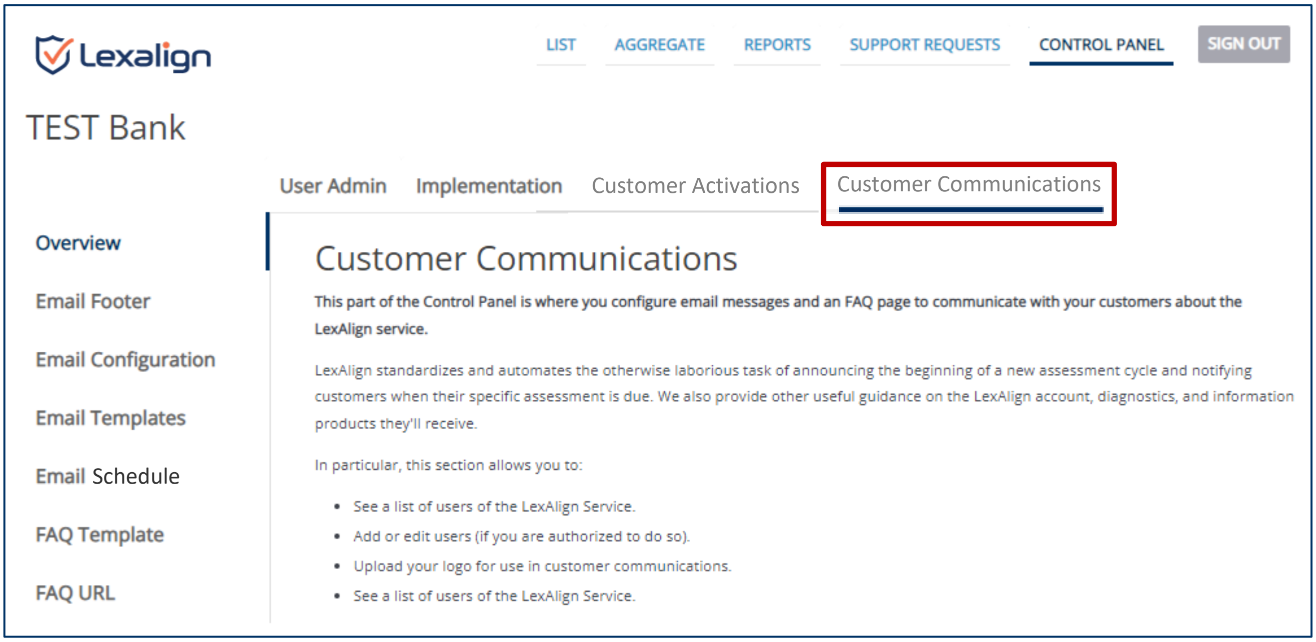
Customer Activations

The Customer Activations section of the Control panel enables you to upload customer data to activate or deactivate customers for specific LexAlign Diagnostics.



Customer Communications

The Customer Communications section of the Control Panel enables you to configure your standard email footer, define the sub-domain to be used for your email communications, tailor the email templates used in the notification process, define the email schedule by cohort, access content for use in a Frequently Asked Questions (FAQ) landing page that will live on your web site, and provide the URL for the FAQ page so that it can be used in the email communications.



That's it for the Institution Dashboard demo, any questions about what I've shown you so far?

Now let's take a look at where all of the data comes from and how your customers experience the LexAlign solution.

LexAlign Customer Dashboard

The best way to show you what your customers will have access to is to show you a brief video demo as it would be too lengthy to go through an entire assessment. This will show you where the data comes from that we saw in your dashboard.

The video is x minutes long.

After the video demo we'll wrap up and discuss next steps.

PLAY VIDEO

After the video

Do you have any questions about what your customers would have access to?

That completes our demo of the LexAlign Solution.

Hopefully it gave you an idea of how the LexAlign Solution enables substantial improvements in back office operations, customer compliance monitoring and support, customer experience, and ultimately your back office efficiency ratio.

Next Steps

Cover standard next steps that are part of your sales process.