

PSC Training for LexAlign

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Empowering Frontline Fraud Defense

One of the **greatest risks** to financial institutions comes from **50,000,000** business locations

Agenda

- Buyer Personas
- Key Messages
- Positioning
- Objection Handling
- Pricing
- Demo Training
- Resources

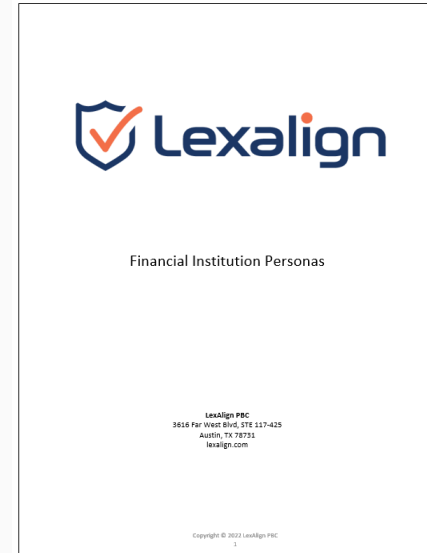
Buyer Personas

Treasury Management Buyers

- Vice President of Treasury
- Treasurer
- Assistant Treasurer
- Director of Treasury
- Director of Treasury and Finance

Financial Institution KDMs

- President/CEO
- CFO/Controller
- Chief Risk Officer
- Vice President of Treasury



Read the Personas doc for a day in the life stories.

Buyer Personas

Treasury Management Buyers

Pain (Most Important)

Time-consuming and costly manual process for customer compliance audits

Fear

Of almost unavoidable loss, lost opportunity, and negative audit/exam reviews

Pressure

From management to reduce back office efficiency ratios

Buyer Personas

Financial Institution KDMs

Pain

Lost revenue from fraud and customer mistakes

Fear

Of almost unavoidable loss, lost opportunity, and negative audit/exam reviews

Pressure (most important)

From management and Board of Directors to reduce back office efficiency ratios (improve margins)

Key Messages – Their Problem

- Today, highly trained, and hard-to-hire Treasury staff spend a huge amount of time on arduous and non-scalable manual processes used to manage the substantial risk of costly fraud and customer mistakes associated with Treasury products and services like Remote Deposit Capture (RDC).
- The current manual and time-consuming customer compliance process is ineffective as losses from fraud and customer mistakes continue to rise.

Key Messages – Our Solution

- The LexAlign solution automates customer compliance and security audits, education, and support, allowing FI staff to focus on growth, not compliance.
- LexAlign empowers FIs and their customers to manage compliance risk in a proactive, targeted, scalable, efficient, routine, and ultimately effective way.
- With LexAlign, FIs maximize customer compliance monitoring and support, minimize the time spent on it, and improve the customer experience.

Key Messages – The Result

The LexAlign solution dramatically improves the operational efficiency of managing Treasury Activities:

- No more manual client questionnaires to distribute and collect
- No more time-consuming data entry
- No more spreadsheets to update
- No more reports to create
- No more taking time away from building customer relationships

Positioning

Abrigo BAM+ (and other fraud detection solutions)

BAM+ is a fraud **detection** solution. BAM+ focuses on transaction monitoring on the bank side, LexAlign is different, LexAlign is a compliance and fraud **prevention** solution.

Even with fraud detection solutions, our clients are still seeing big losses from fraud and customer mistakes.

LexAlign prevents fraud and other losses (such as those due to mistake/ignorance), by recognizing that the front line for risk defense is no longer in the bank, it's now at the customer site. The customers are the weak link and have become the targets and victims of sophisticated bad actors that have figured out how to manipulate them. LexAlign addresses this issue by empowering the customer with a self-audit and tailored information on where they have gaps that bad actors exploit, and how to remedy those gaps. At the same time, LexAlign empowers FIs to manage the front-line risk more efficiently and effectively, by giving precise information on where the gaps are in customer operations and knowledge across the customer network.

Positioning

Abrigo Due Diligence Manager (an add-on to Abrigo BAM+)

Abrigo Due Diligence Manager **primarily** focuses on streamlining the customer onboarding process. It can also make the one-size-fits-all audit questionnaires web-based instead of emailing them and replaces a small part of the manual process. While this helps alleviate some of the manual effort done today it doesn't help customers identify their gaps and how to remedy them.

But there's the ongoing compliance assessment and management process. Abrigo automates only a small part of that, without improving on it. LexAlign transforms the process and automates it completely. LexAlign is like a next generation solution compared to those products that just automate the existing one-size-fits-all questionnaires.

Objection Handling

We are already doing everything we can to manage the risk of fraud.

We hear that over and over; our new solution enables you to better manage the risk with far less effort.

Are you managing the risk by emailing questionnaires to your customers and manually compiling the results for those that return the questionnaire? Most organizations do this and yet the loss from fraud and customer mistakes continue to rise. If the whole process could be automated, reducing the time your staff spends on each customer from hours to minutes, would that be of interest?

Objection Handling

We don't have time to look at this.

Your staff's time is probably spent managing an ineffective manual process, would you see benefit in reducing the time they spend on each customer from hours to minutes so they can focus on growing the business?

Objection Handling

We have people that take care of this.

Wouldn't you rather they spend the hours per customer on growing the business rather than managing risk?

Our solution automates the entire customer compliance audit process and provides you with visibility into customer audit status and risk factors. If you could reduce the time your people spend managing treasury customers by up to 90 percent, allowing them to spend time growing the business, would that be of interest?

Objection Handling

We aren't experiencing losses from Treasury products.

That's great, wouldn't you want to increase revenue by more efficiently managing the customer compliance requirement?

Our solution identifies customers whose inactivity is related to unresolved risks like device issues. It also frees up your staff's time to focus on sales, not compliance.

Objection Handling

We use BAM+ from Abrigo, isn't that the same thing?

BAM+ is a fraud **detection** solution. BAM+ focuses on transaction monitoring on the FI side, LexAlign is different, LexAlign is a compliance and fraud **prevention** solution.

Even with fraud detection solutions, our clients are still seeing big losses from fraud and customer mistakes. That's why we're excited to bring you the LexAlign solution.

Let's schedule a meeting to show you how it works.

Objection Handling

We use Abrigo Due Diligence Manager, isn't that the same thing?

Abrigo Due Diligence Manager **primarily** focuses on streamlining the customer onboarding process. It can also make the one-size-fits-all audit questionnaires web-based instead of emailing them and replaces a small part of the manual process.

LexAlign is a next-generation solution that transforms the compliance assessment and management process and automates it completely. The LexAlign solution empowers customers to manage their risk.

Pricing

How is the LexAlign Solution priced?

- Your Pricing Generator will provide pricing details.
- Each LexAlign Diagnostic on each customer dashboard is one seat license.
- Seat licenses are sold in blocks and tiers. For example, a bank with 433 customers would fall in the 500 block and tier. If they later exceed 500, they will be charged a seat price for each additional customer.
- The fee is calculated by month based on the number of customers that are activated for each LexAlign Diagnostic on the 20th of the month.
- There are two LexAlign Diagnostics available today, RDC and Security.
- RDC is sold with Security as a bundle because together they make a complete solution. An FI can also obtain Security by itself for non-RDC customers.

Discovery Information

The **SDRs** are being asked to capture the following:

- Is there anyone else that should be invited to the web meeting? [capture names, titles, and email addresses]
- Can you tell me if you are the one that makes decisions about solutions that can help manage treasury customer compliance, or is that done by others? [if others, capture who they are]
- Have you been actively looking for a solution to reduce the labor burden of managing treasury compliance?
- How many treasury customers do you have in total? How many using RDC?

Common Prospect Questions

- Is the solution on-prem or cloud based? It is cloud-based.
- Can we use single sign-on? Today, it is a separate application.
- How has the adoption been with customers? Over the standard six-week automated notification period we've seen clients achieve close to an 80% assessment completion rate without any manual effort.

Common Prospect Questions

- Where do the questions come from? The questions are all derived from regulatory exam manuals and guidance. They reflect regulator expectations and are more comprehensive than any other existing solution.
- How onerous is this for customers? The LexAlign solution is a much better experience for customers: it is clear and conversational in tone, it doesn't presume they know more than they do, and they see immediate benefits as opposed to the alternative approaches. The LexAlign solution empowers customers to recognize and manage their risks.

Demo Training

How do you demo the LexAlign Solution?

Institution Dashboard:

- You will have a Test user account to see the customer user experience
- You will have a demo account for the Institution Dashboard
- Video Overview: explains all the elements of the Institution Dashboard
- Demo Guide: walks you through how to deliver the demo

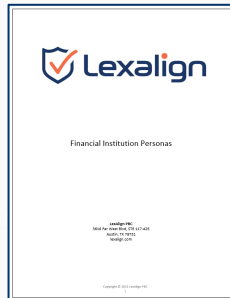
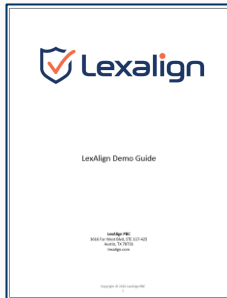
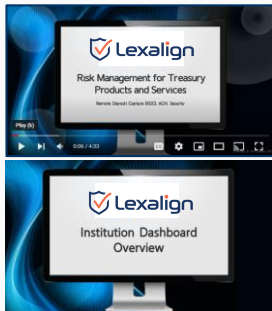
Customer Dashboard:

- Will be demo'd via a video after you demo the Institution Dashboard

Resources

Go to <https://lexalign.com/fis/> for the latest versions of these materials

- Explainer Video
- Institution Dashboard Overview Video
- Document: LexAlign Demo Guide
- Document: Financial Institution Personas
- Document: RDC Risk Management (client facing doc)
- Document: Risk Management for Treasury Products and Services (client facing doc)
- Document: LexAlign Risk Management for Treasury Products and Services Battlecard



Resources

- Bob Turner, FIS Community Core Alliance Manager, robert.turner@fisglobal.com
- Trevor Lain, LexAlign CEO, trevor@lexalign.com
- Michael Cohen, LexAlign Marketing, mcohen@lexalign.com

Questions?

