

Commercial Banking Relationship Management



Information Solutions for Commercial Banking

- Gain a deeper understanding of a client's industry, market position, and business requirements
- Target prospects by SIC code, geographic selection, number of employees, or other user defined criteria
- Identify potential prospects in each territory
- Discover new opportunities by monitoring company significant developments
- Access comprehensive business information covering 1.7 million public and private companies and 6 million executives

Insight and Advantage in Relationship Management

The financial services industry is facing unprecedented challenges. Deregulation and consolidation have increased competition. Corporate earnings are faltering. Relationship Managers must now work harder than ever to win new accounts. Whether you are targeting large global corporations or mid-market private companies, only one solution delivers the insight needed to overcome the challenges and gain competitive advantage: OneSource Business Browser.

Complete Industry and Company Information

OneSource offers client and business intelligence solutions for Relationship Managers, providing a continuous stream of the most comprehensive sales and business information available. It integrates valuable data on 1.7 million private and public companies—including industry and company profiles, executive biographies, and the latest news and trade journal articles—into any enterprise application. OneSource allows Relationship Managers to access, interpret, and act upon current data faster than ever.

For example, Relationship Managers can use OneSource Business Browser to:

- Track down new loan opportunities by locating capital-intensive businesses, companies involved in mergers & acquisitions, or high-growth industries
- Identify cash-rich businesses by evaluating current financial statements

- Target potential candidates for leasing programs and trust services

Improve Your Prospects

Successful relationships begin with the quality of your prospect strategies. Yet it's often difficult to find proper lists, identify appropriate targets, and secure the budget required for one-time list rentals.

With OneSource, you can create high-performance, unlimited-use prospect lists from a universe of over 6 million names. Within minutes, you can find better leads, clone successes, and gain a greater awareness of the prospects in each territory by understanding parent, subsidiary, and branch office relationships.

It's all done through our simple web-based browser or your CRM or portal allowing you to:

- Select desirable industries



Gain an industry overview quickly and understand the latest trends, top participants and industry norms.

- Search for public and private companies based on financials, number of employees, region, or many other criteria
- Target executives within a specific department
- Delve for personal connections that can be leveraged during the client call
- Rank prospects
- Export into Microsoft® Excel or a contact management software

Gain Credibility

OneSource helps Relationship Managers win credibility faster by demonstrating a deeper understanding of a client's industry, market position, and unique business requirements.

OneSource pre-defined reports integrate information from multiple sources into a single document, providing a complete corporate picture, including the latest news, significant corporate developments, important financial information, executive backgrounds, and corporate family structure.

Extend Existing Relationships

OneSource helps Relationship Managers realize cross-selling opportunities within existing accounts by uncovering new or unmet needs. Alert and Watchlist features provide current news, articles, and analyst reports on client accounts. Quarterly updates on earnings statements and balance sheet data help you monitor financials. The OneSource Corporate Affiliation

reports help uncover opportunities in subsidiaries or branches yet to be penetrated.

Quick & Easy Access

OneSource is a web-based subscription service that integrates the most trusted information sources into a single, easy-to-use application. Access the most comprehensive business information—either through OneSource Business Browser or by embedding our content into existing information portals, CRM systems and knowledge management applications. Either way, all users gain quick and easy access to the most in-depth business information available. That's the OneSource advantage.

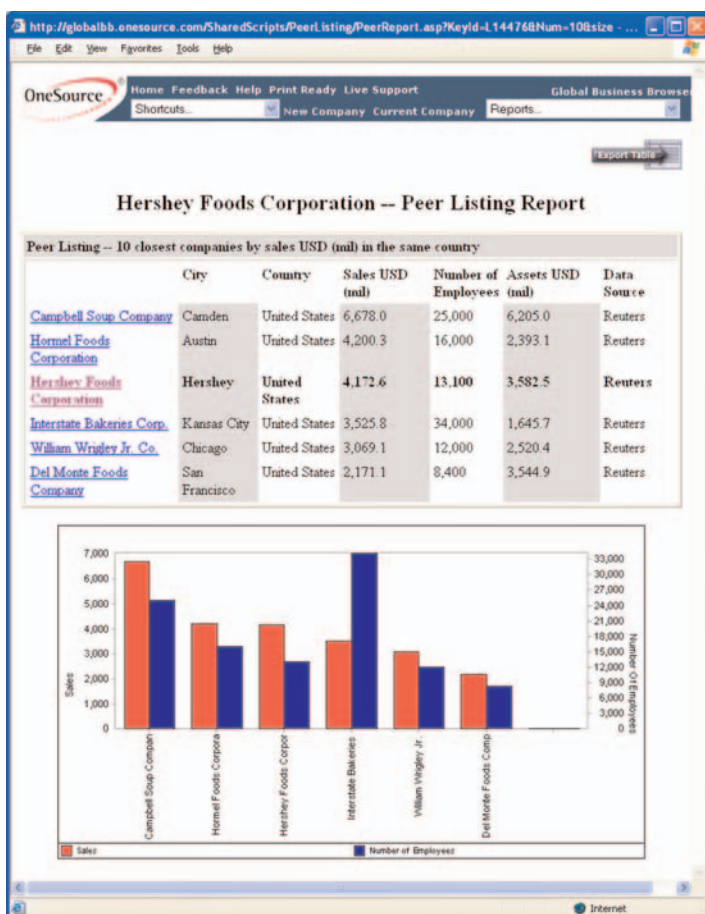
The bottom line: you spend less time looking for information and more time managing the new relationship.

The OneSource Advantage

OneSource combines and organizes content from over 2,500 information sources supplied by more than 35 world-class content providers, creating an unequalled resource for corporate families, industries, executives, financials, news, analyst reports, and trade and business press articles.

Using our industry-leading Global Business TaxonomySM framework, which uniquely combines "facts and figures" (structured data) with news and articles (unstructured data), OneSource links in-depth information on over 1.7 million companies worldwide resulting in the most extensive company-linked repository of business information in the world.

For more information:
Visit www.OneSource.com
Email sales@OneSource.com
Phone **1 800 554 5501**



Quickly get perspective of customers and prospects and where they stand relative to industry peers and competitors.



United States of America
300 Baker Ave., Concord, MA 01742
Tel 978-318-4300
Fax 978-318-4690

United Kingdom
1st Fl., 36 Poultry, London EC2R BNE UK
Tel +44 (0) 207-367-5757

Australia
Tel: +61 2 9880 7443
Singapore - Tel: + 65 6583 9538

Singapore
Tel: +61 2 9880 7443
Singapore - Tel: + 65 6583 9538

OneSource, onsource.com, CorpTech, Business Browser, Information. Insight. Advantage., the OneSource logo and/or other OneSource products and service names referenced herein are either trademarks or service marks or registered trademarks or service marks of OneSource Information Services, Inc. or its subsidiaries in the United States and/or other countries. Other products and services mentioned herein may be trademarks and/or service marks of their respective owners. © 2002 OneSource Information Services, Inc. All Rights Reserved.