

## i2i Logic rated 'best of breed' in Coalition Greenwich's benchmarking study of RM enablement tools

New York, Zurich, Hong Kong, Melbourne – i2i Logic's Insight Platform achieved a 'best-of-breed' rating in Coalition Greenwich's Digital Transformation Benchmarking study of RM Enablement Tools in both the Commercial and Corporate Banking segments.

This is the first time i2i Logic has participated in the study which includes top performing banks and competitors globally.

Coalition Greenwich's evaluation of i2i Logic's capabilities encompassed over 70 different attributes covering functionality, inputs, integration and insight delivered to the banker and to the bank's clients. Overall, i2i Logic was assessed to be a 'best of breed' RM tool and an outstanding third party solution for breadth of functionality and its application across the banker workflow from managing productivity through to client insights to taking those insights into the market with the client.

Tim Maddock and Dion Smith (Co-Founders of i2i Logic) commented, "At i2i Logic we are firmly focused on enabling the banker to understand their clients and industry segments – and most importantly being able to take that insight directly to market to drive value for both the bank and the client. Linking bank data, public data and banker knowledge with a direct client engagement is a real gap we solve. Being assessed in such high regard by Coalition Greenwich is a great validation of the i2i Logic Insight Platform. We are continuing to invest in the platform and co-create with our clients to make it even better for bankers and their clients."

Chris McDonnell, Global Head of Digital Banking for Coalition Greenwich, noted: "Enabling RM's with digital tools and insights is becoming an increasingly important differentiator in the commercial and corporate banking market. Our analysis shows that nearly one third of commercial banking clients would allocate more business to banks who could provide predictive analytics and insight such as delivered by i2i Logic. Moreover we see a direct correlation between those banks who score highly on RM enablement and those considered by clients as being 'easy to do business with' and therefore more attractive bank partners. i2i Logic has identified this value point for banks and has developed capabilities to transform data into insight that is shared with the client."

i2i Logic digitises the banker workflow from prospecting to account planning and into the client meeting through its Insight Platform – a digital tool that puts data and analytics into the hands of the banker to take to their clients to drive faster deal progression and improve productivity. i2i Logic offers its solution globally from its offices in Melbourne, Zurich and Hong Kong. [www.i2ilogic.com](http://www.i2ilogic.com)

Coalition Greenwich (a division of CRISIL) evaluates digital banking capabilities and scores them based on multiple evaluation factors and sub criteria. The digital banking transformation studies serve as a barometer of market trends and development priorities that can provide a forward-view of next-generation capabilities. Leading banks and non-bank providers are evaluated in the study annually with the bank group consisting of elite global and regional peers in the transaction banking industry.

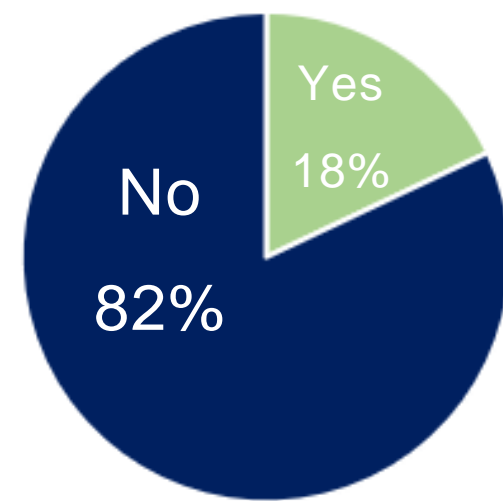
For further information contact i2i Logic through [www.i2ilogic.com](http://www.i2ilogic.com)



**“Data will help future RMs evolve from their traditional focus of client procurement and retention and transcend into true client advisors”\***

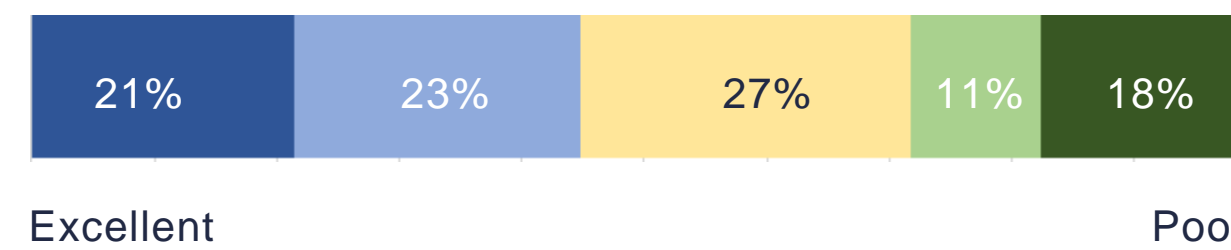
Summary of Coalition Greenwich RM Enablement Tools – Market Impact Study

Less than 1 in 5 companies have experienced insight from banks based on predictive analytics



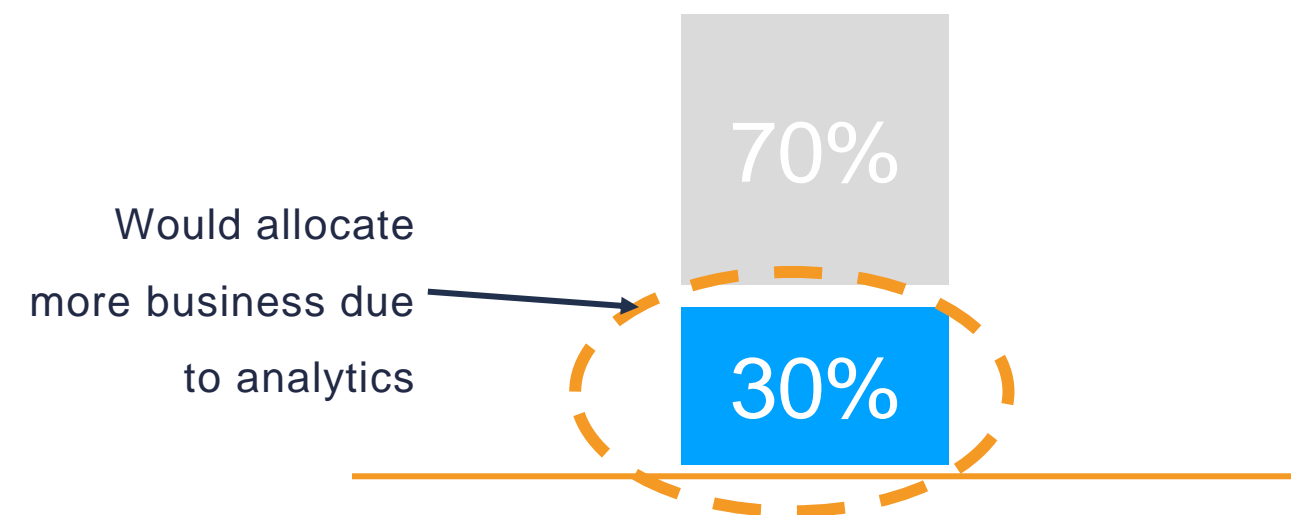
Question to commercial bank clients :  
Are you experiencing new insights from banks / fintech based on predictive analytics?

Over half of clients rate primary banker ideas as moderate to poor

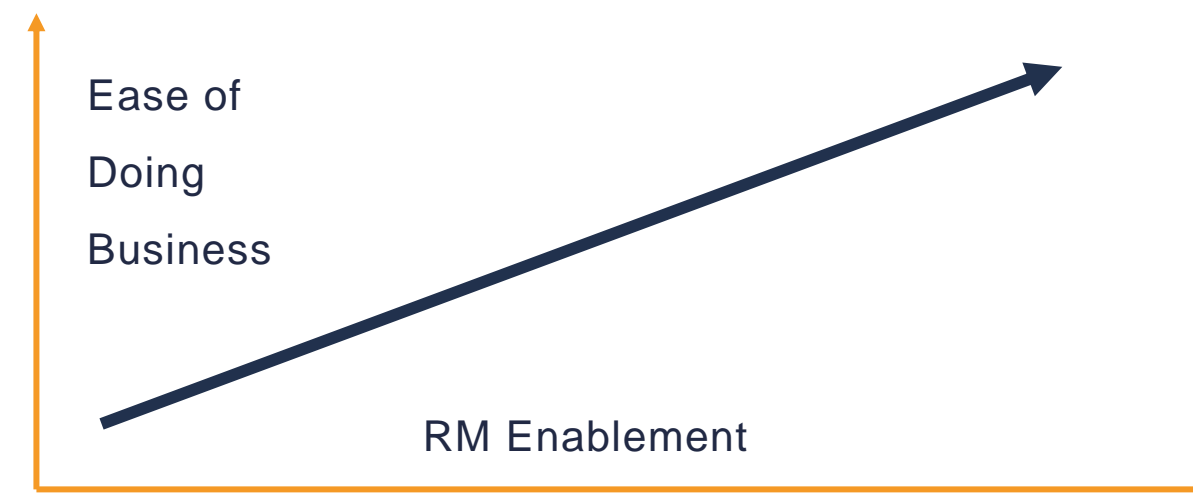


Question to commercial bank clients :  
What is the quality of content / ideas your primary banker has brought to you?  
(Results above are an average across a range of areas)

However, nearly one third of companies would allocate more business to providers with predictive analytics capability



Banks that rate highly on ‘RM enablement’ also rate highly on ‘ease of doing business’



The i2i Logic Insight Platform has been independently reviewed and rating by Coalition Greenwich as a part of its Digital Transformation Benchmarking study of RM Enablement Tools

Overall : Best of Breed  
Functionality : Outstanding  
Third Party Solution

