



We deliver opportunities™  
to financial executives around the world  
who are troubled by declining revenues  
and frustrated by rising costs.



## Certification Program Proposal

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## Purpose:

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Build a new professional certification for financial institutions, leveraging the experience and reputation of PROFIT INSIGHT® from over 40 years of expertise with deposit, loan and card operations.



## Purpose:

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With a certification program from PROFIT INSIGHT® , organizations can state their operations have undergone a rigorous analysis and are certified by PROFIT INSIGHT® to be:

*“optimized for efficiency and performance.”*

This certification assures customers, shareholders and capital partners (whether existing or prospective) the company has taken measures to minimize costs (customer angle) and maximize profits (shareholder and capital partner angle) leveraging best practices for their industry or segment.

## Purpose:

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This concept is **not** a regulatory-style audit, a certification of compliance, or in any way designed to offer an opinion on matters outside of its stated parameters for operational improvement.



## A Strong Case for Certification:

For data and security, *SSAE 16 Type II* audits are the gold standard for financial institutions. For project management, Six Sigma and others are used. The *ISO 9000* family of quality management system standards is used in industry around the globe.

In consumer products you have many third party certifications: Underwriters Laboratories, Consumer Reports, EnergyStar, SAE (Society of Automotive Engineers), ASE (Automotive Service Excellence), Good Housekeeping, Green Seal, DfE (Design for the Environment), and more.



## A Strong Case for Certification:

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There is, however, no comparable, generally accepted designation for optimized business practices, particularly among complex financial organizations.

PROFIT INSIGHT® is capable of producing such a certification standard, made stronger by its 40-year history and the scope of the company's contributions.



## Benefits to financial institutions include:

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- ▲ Financial institutions can leverage certifications to improve annual reports, shareholder meetings, public relations efforts and stock value.
- ▲ Certification logos can be displayed in internal and external documents, websites and marketing materials.
- ▲ Consumer-facing marketing can also benefit in advertising and display placards demonstrating that certification has been achieved.
- ▲ Multiple verticals can be certified within organizations. Banks and credit unions may desire certifications for deposits, loans, cards, and financial management as each is achieved.
- ▲ Large organizations gain confidence in revenue channels for every vertical examined, and can utilize findings to evaluate management practices and efficiency.



## Benefits for PROFIT INSIGHT® include:

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- ▲ Introduction of the certification program will result in numerous positive public relations opportunities.
- ▲ PROFIT INSIGHT® becomes immediately identified with quality, as its certification program takes its place among ISO 9002, SSAE 16 and other prestigious seals of approval.
- ▲ The company gains additional prospects by virtue of the certification's publicity and growing reputation.
- ▲ With multiple certification levels, opportunities increase for additional, upgraded certifications within organizations.
- ▲ With bi-annual or annual certification renewals, revenue opportunities PROFIT INSIGHT® become predictable annuities. This addresses continuing challenges with "one-and-done" PROFIT INSIGHT® engagements and creates many more opportunities to provide additional services for existing clients.

## Benefits for PROFIT INSIGHT® include:

- ▲ Banks and credit unions will WANT to talk about our efforts inside their company.
- ▲ PROFIT INSIGHT® can market to smaller banks and not-for-profit credit unions providing them with a method of market differentiation.
- ▲ PROFIT INSIGHT® can enter new markets where they have no current customers. By marketing the Certification Seal, customers will be apt to contact PROFIT INSIGHT® (a pull method of marketing the companies services) to learn how they can get the certification.
- ▲ PROFIT INSIGHT® can help their customers with lead generation using an online locator for the nearest Blue Diamond Certified financial institution.
- ▲ Sample third party endorsements:



## Possible Certification Levels:

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Levels of certification can certify that PROFIT INSIGHT® has examined the company and found that the business is:

- *FREE from revenue leakage*
- *FREE from cash flow obstructions*
- *FREE from operating inefficiencies*
- *FREE from systemic inaccuracies and errors*

Like SSAE 16 standard and Type II audits, certification levels can be offered based on depth of the study conducted. Examples may include Silver, Gold and Platinum levels, each indicating a higher level of review and examination.

## Other Suggestions:

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- ▲ A pricing matrix will have to be created that financial institutions find attractive and accessible. Options for levels of study can be offered, not unlike the SSAE 16 and its more detailed SSAE 16 Type II option.
- ▲ “Diamond Certified” is a possibility for the naming convention, with modifiers such as multiple diamonds available, as in hotel and restaurant ratings.
- ▲ If a PROFIT INSIGHT® engagement results from the certification study, cost-free certification can be included once adjustments are made within the organization. If an engagement does not result, the standard certification study fee can be charged. This could serve as an incentive for the organization to agree to a certification study and create additional sales opportunities for engagements. Even if another firm is hired to fix the problems found, PROFIT INSIGHT® can earn fees from a subsequent certification study.
- ▲ An annual recognition program can be created to publicize companies that achieve special optimization levels or rankings, providing PR opportunities for participants and great prestige for PROFIT INSIGHT®. The “PROFIT INSIGHT® Diamond Certified Collection of Companies” could become a standard recognized throughout the banking and financial services industries for operational excellence.