

**AnalyzerIQ**

**From Data to  
Decisions, Smarter  
Banking Starts Here.**

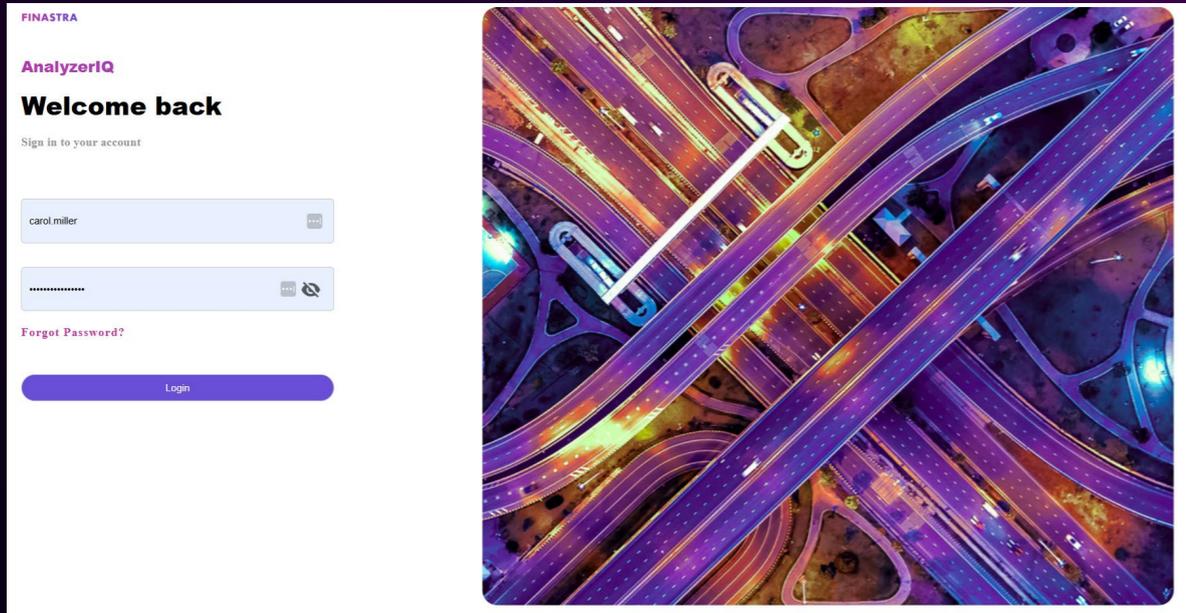


## Why Choose AnalyzerIQ?

Experience the future of Business Intelligence with AnalyzerIQ: a powerful, browser-based platform designed for intuitive navigation and actionable insights.

**Unlock the full potential of your data with AnalyzerIQ.**

Gain deep customer insights into needs, behaviors, and product preferences to drive smarter engagement. Our advanced campaign and channel management capabilities make it easy to deliver personalized messages across multiple touchpoints — and track performance in real time. Intuitive dashboards highlight key metrics such as acquisition, attrition, product journeys, and profitability, helping you make data-driven decisions with confidence.





## Why AnalyzerIQ?

When it comes to business analytics, where do you stand today?

The global banking analytics market was valued at \$11.55 billion in 2024 and is projected to reach \$39.16 billion by 2032. Currently, 73% of banks use data analytics to enhance decision-making; while 80% will use it for personalized experiences by year-end. <sup>1</sup>

72% of banking customers rate personalization as “highly important” to them. <sup>2</sup>

AnalyzerIQ empowers you to deeply understand customer relationships, uncover actionable marketing opportunities through behavioral insights, and deliver personalized messaging that truly connects.

Now is The Time To Analyze What You Already Know About Your Customers.

<sup>1</sup>-Unleashing The Role of Data Analytics in Driving Smarter Banking Decisions- Sudeep Srivastava – [appinventiv.com](https://appinventiv.com).

<sup>2</sup>-Banking Analytics: Reimagining the Way Banks Do Business- [Global.Hitatchi-solutions.com](https://Global.Hitatchi-solutions.com).



# AnalyzerIQ: Aligning Data with Customer Needs.

## Analytics capability using data to drive growth

**AnalyzerIQ is a native contextual insights and recommendation engine. It delivers business insights, predicts customer behavior to reduce churn, increases cross-selling opportunities, and provides an assessment of the firm's business and financial performance.**

Make confident, data-driven decisions with AnalyzerIQ. By extracting meaningful insights from your data, decision-makers gain a clear view into product performance, customer behavior, branch operations, and overall profitability.

With access to pre-built reports and dashboards, such as Data Insights, Cross-Sell, Analysis Over Time, and Trending Report users can quickly uncover trends and opportunities.

AnalyzerIQ includes advanced machine learning capabilities, providing insight on lost households for example, that can be trained on bank data and can incorporate further models.

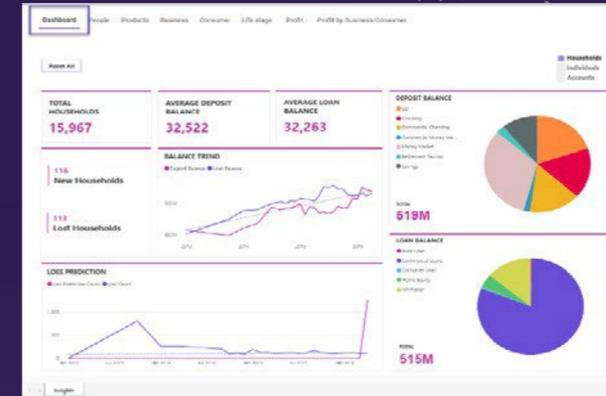
AnalyzerIQ combines demographic and behavioral insights to deliver precise propensity and share-of-wallet metrics across product categories – empowering financial institutions to pinpoint the most promising target audiences for every campaign.

AnalyzerIQ puts data-driven insights at your fingertips with a 360° view of customer households. Its Super Householding feature connects consumer and business relationships under one umbrella – delivering a unified, actionable perspective on each customer's full engagement with your institution.

AnalyzerIQ is a SaaS based tool which can be accessed from any Internet browser, no special hardware or software needed. Future releases are automatically updated for you!

Finastra securely hosts your data in its dedicated data centers, eliminating the need to allocate server space within your own infrastructure.

Enjoy the flexibility of daily data refreshes – automated and effortless, so your insights are always current without lifting a finger.



AnalyzerIQ empowers financial institutions to unlock deep insights from their core banking systems – integrating with platforms like Finastra Phoenix and many others. By tapping into the rich data within your core, you gain a clearer view of customer behavior, operational performance, and growth opportunities.

Built with open API technology, AnalyzerIQ also connects with MalauzAI Digital Banking, Constant Contact, and Hubspot enabling a unified data ecosystem that supports smarter decisions and faster innovation. Whether you're streamlining operations or enhancing customer experiences, AnalyzerIQ is your gateway to data-driven success.



Unlock the full potential of your data with these standout features from AnalyzerIQ:



**AI & Dashboard Reporting –**

Uses machine-driven life-stage segmentation and predictive/prescriptive analytics to personalize offers and recommend actions. Intuitive dashboards that include predictive analytics on attrition and **life stages**.

**MalauzAI users have the additional opportunity to include a Digital Banking Insights platform that displays key metrics around digital users activity; such as high use times, number and types of transfers and amounts, P2P, A2A payments and more!**



**Campaign Optimization and Channel**

**Management –** Delivers personalized offers across multiple channels while tracking ROI and optimizing campaigns through behavioral insights.



**Smart Integration and Automation -**

Connects with core and third-party data through a secure browser-based interface. Schedule data updates to occur automatically on the interval that works best for you.



**Predictive Analytics – Behavioral P\$YCLE®**

Analytics delivers powerful, data-driven insights into consumer financial behavior and lifestyle segmentation. Through customer analytics, you'll gain a clearer understanding of your customers and how they engage. Transaction analytics uncover spending patterns and financial habits, while product propensity models highlight which offerings customers are most likely to adopt. These insights fuel Next Best Product recommendations, enabling personalized, targeted engagement that drives growth and customer satisfaction.

Experience the power of **AnalyzerIQ**—schedule your demo today and turn data into decisions that drive results!



# INNOVATING FINANCE TOGETHER

Finastra partners with customers to deliver reliable and secure mission-critical financial services software shaped by their needs and driven by innovation.





**Corporate Headquarters**

Four Kingdom Street  
Paddington  
London W2 6BD  
United Kingdom  
T: +44 20 3320 5000



[Contact us](#)

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