

***“The introduction of ANZ MoneyManager was one of our most successful products launches to date,”***

Doug Brown, Senior Manager, Online Channels, ANZ



## ANZ Implements Yodlee PersonalFinance™ Solution

*ANZ, the third largest bank in Australia with more than \$475 billion in assets and 800 branches, implemented Yodlee’s Personal Financial Management (PFM) platform in October 2008. Under the name ANZ MoneyManager, the solution was one of the bank’s most successful online product launches and significantly surpassed its forecasted benchmarks.*

### Topline Results

- 30% more consumers than projected signed up for ANZ Money Manager
- 80% of users rated ANZ MoneyManager 7+ out of 10. One in three are extremely satisfied with the service and rated it 9 out of 10
- Thousands of customers from competing institutions began using ANZ MoneyManager
- One in ten customers of other institutions using ANZ Money Manager said they would be “extremely likely” to switch to ANZ as their primary institution in the future
- ANZ reinforced its brand position as a consumer banking innovator as the first institution in Australia to offer PFM

*“The introduction of ANZ MoneyManager was one of our most successful online product launches to date,” said Doug Brown, Senior Manager, Online Channels at ANZ. “Customer acceptance was significantly greater than we anticipated. The bank initiated new relationships with a substantial number of high-net-worth clients from competing financial institutions. And, we again differentiated ANZ in being the first to market with a value-added solution for our customers. We chose Yodlee because it was clearly best-in-class, and we’re very pleased with the results. ANZ MoneyManager is a big win for the bank.”*

## **The True Definition of Personal Financial Management**

When is PFM not really PFM? When customers are limited to seeing accounts only from the host institution. True PFM aggregates external accounts, allowing consumers to view information from their other financial services providers, such as banks, brokerages, 401(k) custodians, mortgage lenders, insurance companies, investment management firms and trust companies. By including external or held-away accounts, the online banking platform becomes the consumer’s centralized financial hub for money management, strengthening customer loyalty, and providing the institution with new opportunities to cross-sell and attract clients who have more assets and more complex financial needs.

## **Business Objective**

The Australian banking market is highly concentrated among a handful of major financial institutions. To gain a competitive advantage, ANZ continually introduces value-added products to advance its four key drivers of growth: Enhancing convenience, increasing the lifetime value of customers, implementing state-of-the art technology and delivering strong performance to customers and shareholders. A specific objective of the PFM initiative was to strengthen the bank’s increasingly popular online channel and to appeal to customer segments, particularly Gen Y and Gen X, who prefer Internet-based banking.

ANZ conducted a market survey of customer needs and then implemented the Yodlee PersonalFinance platform. The bank evaluated all of the leading PFM providers and then chose Yodlee based on its functionality, ease of use and its proven success in retaining and acquiring customers.

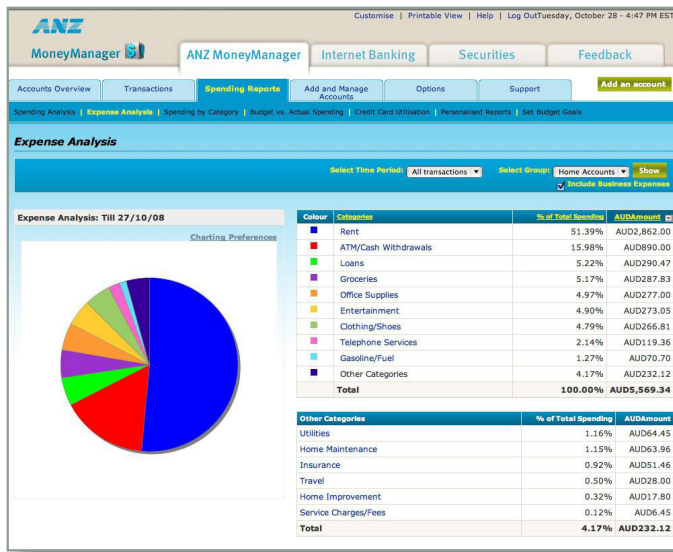
## **Yodlee Solution**

Working together, ANZ and Yodlee created a true PFM platform that aggregated account information for checking, deposit, credit card, mortgage and investment products at ANZ, as well as accounts at other financial institutions. The icon for the ANZ Money Manager was located on the home page of the bank’s website, giving users easy access to the functionality.

## **Seamless Integration**

Yodlee worked with the bank’s project management team to develop the strategy and ensure seamless implementation. Yodlee helped lead and coordinate all aspects of the initiative – technology installation, training, testing, security and customer support. Because the Yodlee platform requires little customization, ANZ was able to integrate the platform into its online channel with minimal involvement of the bank’s IT resources. As a result, ANZ MoneyManager went live in just three months from the project kickoff.

## ANZ MoneyManager



ANZ MoneyManager powered by Yodlee, provides a spending breakdown by category and helps consumers make better spending and budgeting decisions.

### Key Takeaways

ANZ MoneyManager proved to be a powerful tool for customer acquisition, customer retention and customer loyalty. Not only did existing ANZ customers overwhelmingly appreciate the new money management capabilities, ANZ MoneyManager attracted clients from competing institutions, resulting in new relationships with thousands of customers from the bank's primary competition. At the same time, the high rates of customer satisfaction with ANZ MoneyManager improved the entire banking experience and generated increased brand equity.

### The Appealing Profile of ANZ MoneyManager Customers

- More likely to be male (69%)
- Ages 25 to 49 (77%)
- 30 – 39 is the largest age bracket represented
- Medium to high income
- Nearly 2 in 3 have an annual household income of more than USD \$70,000
- Registered two times more accounts than traditional online bankers
- Hold 33% more accounts with ANZ than traditional ANZ online bankers
- Completed 83% more transactions at the bank
- Have a 34% greater transaction value

**ANZ MoneyManager created new opportunities to cross-sell and up-sell clients.** Aggregated account data provided ANZ with opportunities to create custom offers for accounts currently held away; execute precision marketing campaigns by targeting customers by financial institution, balance size, or account type; build comprehensive customer profiles; and develop event-based campaigns to capture retirement account transfers, CD expirations, and new home purchases.

**ANZ transformed its online channel into a consumer financial hub.** ANZ MoneyManager gave consumers a compelling new reason to use its online channel by bringing together, in one convenient location, their account information from banks, brokerages, mortgage lenders, insurers, mutual fund companies, investment advisors, trust companies and other institutions.

## Key Benefits:

- Customer Acquisition
- Customer Retention
- Customer Loyalty
- Customer Satisfaction

## Praise for Yodlee MoneyCenter

Yodlee MoneyCenter, which powers ANZ MoneyManager, earned “Best-In-Class” PFM provider from Javelin Strategy & Research in 2009.



### The simplicity of the platform and effective training minimized customer support calls.

Yodlee helped train the customer service team dedicated to ANZ MoneyManager. After only 3 months, the bank reallocated 75% of the customer service representatives supporting ANZ MoneyManager because of the lower-than-expected call center volume. The intuitive interface and robust self-help tools in ANZ MoneyManager pre-empted many of the customer questions that typically accompany a product launch.

### The ease of use and flexibility of ANZ Money Manager proved very valuable to consumers.

The customizable platform allowed users to configure their account screen to their preferences or use the standard menus and features. The combination of flexible screen options and pre-set screen menus provided a financial dashboard that appealed to consumers with different levels of technology experience and financial savviness.

## PFM by the Numbers

- Two out of three consumers have accounts at more than one financial institution\*
- One in three consumers track their finances each day; 50% monitor their finances weekly\*
- Attrition rates are five times lower for financial institutions that offer PFM\*
- Consumers using PFM applications spend twice as much time at online banking sites as those who don't. Those customers are typically 50% more profitable.

Source: Javelin Research October 2009, Yodlee MoneyCenter, June 2009, Proprietary data Yodlee systems, 2009

## Yodlee: The Leading Personal Finance Management Solution

The Yodlee Personal Financial Management Suite provides consumers with a 360-degree view of all their financial accounts. More than 150 leading financial institutions and portals today offer Yodlee-powered solutions to over 20 million customers worldwide. Yodlee Personal Financial Management Suite tracks more than \$3 trillion in personal finances, has access to more than 12,000+ sources and 100,000 account types. Yodlee was first to market with PFM solutions and remains the technology leader in this category, powering more than 85% of PFM users, and holds more than 30 patents, with more than 60 patents pending. For more information, visit [www.yodlee.com](http://www.yodlee.com) or call Colin Luce, Business Development Manager, (650) 980-3658.

### Yodlee, Inc.

3600 Bridge Parkway, Suite 200, Redwood City, CA 94065  
Fax: 650/980-3602 Tel: 650/980-3600

