



Databank

Leap ahead of the competition with the most comprehensive global financial industry information available

Rely on Databank for your sales, marketing and research activities. With its extensive market coverage, Databank is the only tool you need for dynamic prospecting. Databank provides the perfect mix of benefits to help you reach out across the global financial community.

What is Accuity's Databank?

Databank is a comprehensive file containing the most detailed and comprehensive information available to assist marketers and sales executives in evaluating and establishing relationships and business transactions. Available via CD-ROM, e-mail and FTP, this database can be easily integrated into nearly any existing business or customer relationship management system.

Databank's thorough data includes complete financials, key contact names, location details and telephone and fax numbers for global financial institutions' corporate offices and branch listings. Up-to-date financial results assist with prioritizing prospects.

Why do I need Databank?

Databank is the perfect solution for anyone who wants to be more effective in marketing to his or her desired segments within the financial services industry. With Databank, you receive only the information you need to enhance your company initiatives.

What Databank can do for you

Databank can help your business reach its goals by providing segmented information based on your set parameters, whether it's institution size, type, operation or geographic location. You don't pay for things you don't need. Plus with Databank's flexibility, adding more files to your database is possible at any time.

Accuity stands by its reputation as one of the world's leading suppliers of information to the financial community. We provide the most up-to-date and accurate information on mergers, acquisitions and organizational changes available. Our editorial team works to supply our customers with information that leads to fewer mail returns due to incorrect addresses or other information.

KEY FEATURES

- Accurate, complete and detailed global market information
- Easily integrated into any operating system
- Cost effective
- Multiple segmentation levels
- Quarterly updates
- Mailing and e-mail addresses are available

“*Cummins has relied upon Accuity's Databank to help keep our contact and prospect database current. Databank's high degree of accuracy has been very valuable to our marketing and sales efforts and especially in today's volatile financial market, we feel the quarterly updates are vital.*”

Wayne Stellmach

Manager, Marketing Communications
Cummins-Allison Corp





Module Availability

Databank Core

- U.S. Bank Holding Companies
- U.S. Bank Head Offices
- U.S. Bank Branch Offices
- U.S. Credit Union Head Offices
- U.S. Credit Union Branch Offices
- U.S. Savings and Loan Head Offices
- U.S. Savings and Loan Branch Offices
- International Financial Institution Head Offices
- International Financial Institution Branch Offices

Supplementary Modules

- U.S. Directors
- U.S. Technology Contacts
- Officer Personal E-mails
- U.S. ATM Network and Managers
- U.S. DDA and Share Drafts
- Add/Delete Record Tracking
- General Organization Web and E-mail Addresses (free with the purchase of select Core data)
- History File

For more information, please visit
www.AccuitySolutions.com

