



SEISMIC + vertical IQ®

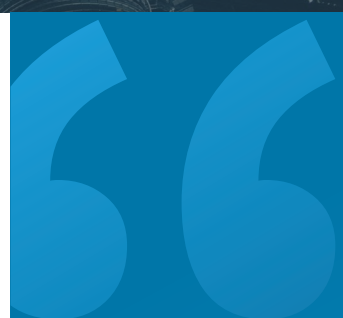
Better Together

Seismic and Vertical IQ enable Relationship Managers to deliver industry insight to their clients, differentiating themselves from competitors and creating a better client experience.

The Value of the Partnership

Let's shift the conversation from product to industry specific advice.

- Bankers become more **value-added** and industry specialized resulting in deeper and more meaningful interactions
- Gain Banker **efficiency and productivity**
- **Improve** client engagement



RMs delivering insight generate 94% higher fee-based revenue.

- CEB, NOW GARTNER



Key Vertical IQ Capabilities



Industry research for more than 450 industries



Mobile app for easy call preparation on the go



Call prep questions and answers



Salesforce.com integration



Industry specialization



Quarterly usage report



API Integrations



Excellent onboarding and ongoing custom training



Shareable content

Key Seismic Capabilities



Scalable content management backend



Targeted communication delivery



Single location to find and send customer facing content



Guided navigation experience with intelligent search



Situational-specific content recommendations



Content engagement analytics



Collaboration tool



Available where Bankers work: Web, mobile, Desktop, Salesforce



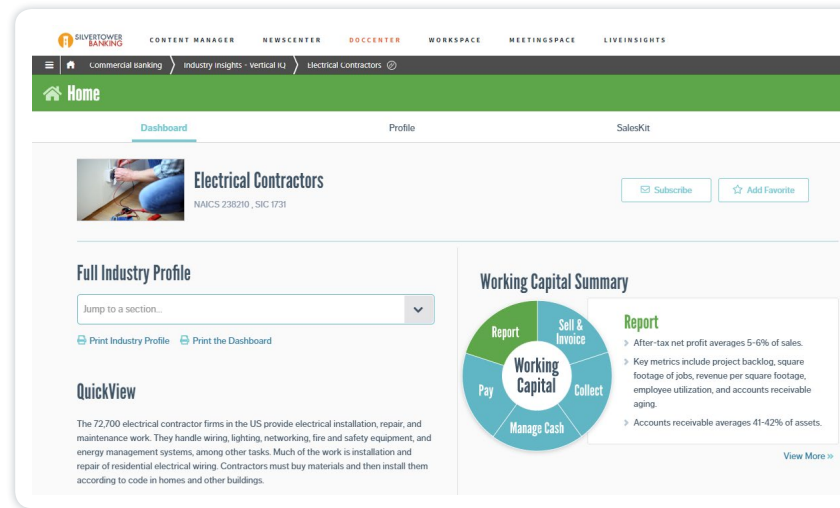
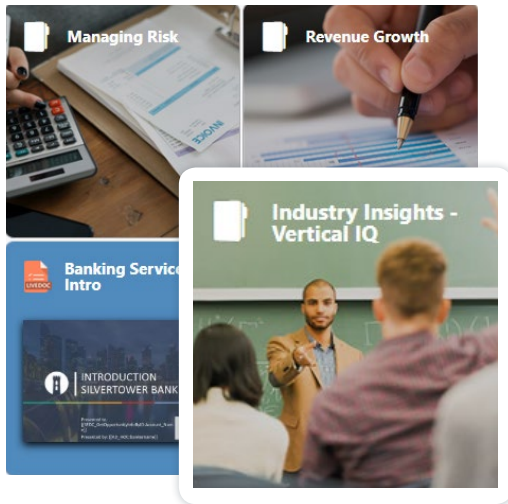
Automated content creation



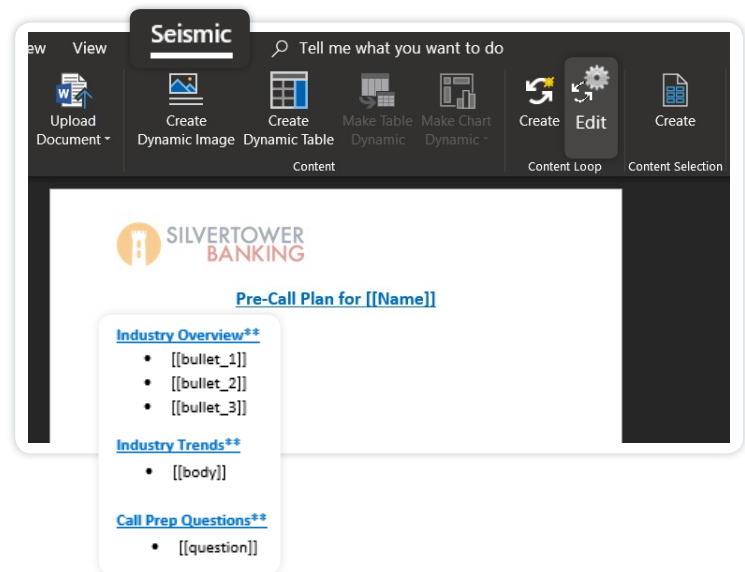
Extensive integrations and APIs

Joint Value for your Teams...

Vertical IQ feeds content into Seismic, so Relationship Managers can access Vertical IQ within their content management platform, and content creators can source robust industry and local economic information into their content.



Seismic puts Vertical IQ into action for both internal call sheets and external presentations, pitchbooks or customer annual review-type documents.



Learn more at
www.seismic.com



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