

SOFTFINANÇA AND SAP PRESENT TODAY THE BEST PRACTICES IN DECISION MAKING WITHIN COMMERCIAL AND MARKETING PROCESSES FOR FINANCIAL INSTITUTIONS

MasterCard will demonstrate how it has been helping its clients take advantage of Predictive Analysis in the means of payment area

Lisbon, October 16th 2014 – SoftFinança and SAP Portugal are hosting a briefing today at the Altis Hotel in Belém, on the subject of applying Predictive Analysis in the financial sector. The briefing will also feature speaker Nuno Loureiro, Senior Account Manager at Mastercard and responsible for the Portuguese market, as well as Sebastian Darnault, Predictive Analysis Director for the EME markets at SAP.

Mastercard, as a technological company in the means of payment area, will demonstrate how it has been helping its clients take advantage of Predictive Analysis. The consulting division (MasterCard Advisors) has an Information Services area which, over the last 15 years, has developed predictive analysis methodologies based on transactional information. The solutions are customized to the needs of the issuing banks and aim at adding value to the different stages of the cardholder's lifecycle.

SAP will also be presenting projects implemented by Marketing Directors and Sales Managers from Bank Austria, Barclays and Bank of America, among others who, through SAP's Predictive Analysis' potential and simplicity, can deploy truly personalized, large-scale marketing actions based on predictive models, even without any advanced statistical and mathematical knowledge. These projects also show the drastic improvement in response rates after marketing campaigns and the increase of cross-selling and up-selling actions.

ABOUT SOFTFINANÇA

Softfinança is a software company focused on technological solutions for the financial sector and a leader in the development of self-service solutions.

Founded in 1990, it has since then designed and delivered relevant business solutions across several different financial services areas. Its core activity centres on research and development of software solutions that streamline and