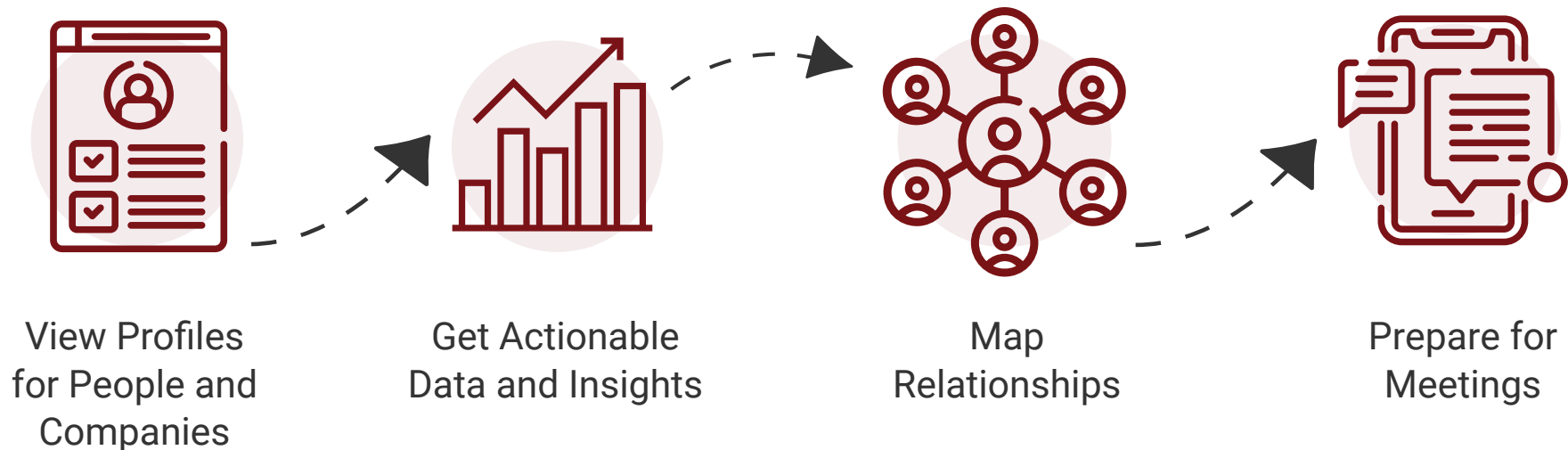


# IBISWorld Integration with RelPro

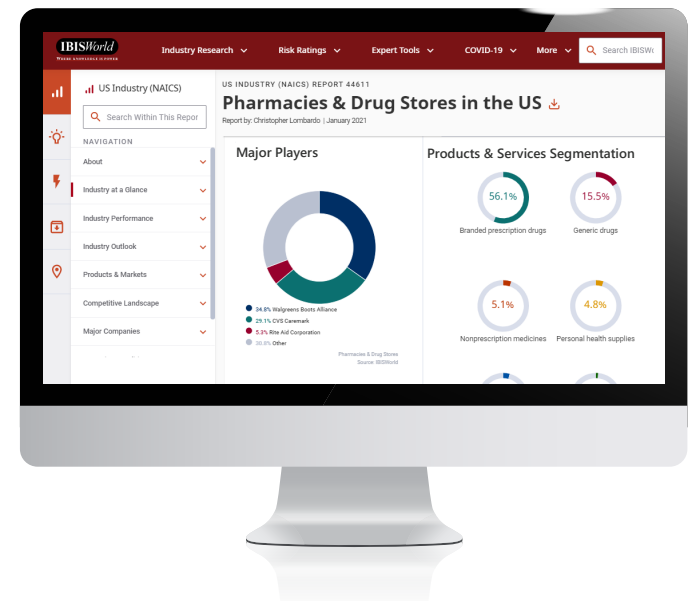
The world leader in industry research is now accessible through RelPro's first-class relationship intelligence platform. This powerful integration allows relationship managers to combine company and contact information with invaluable industry insights.



# Banking Professionals Trust IBISWorld

Bankers depend on IBISWorld's accurate and reliable industry research to forge stronger customer relationships.

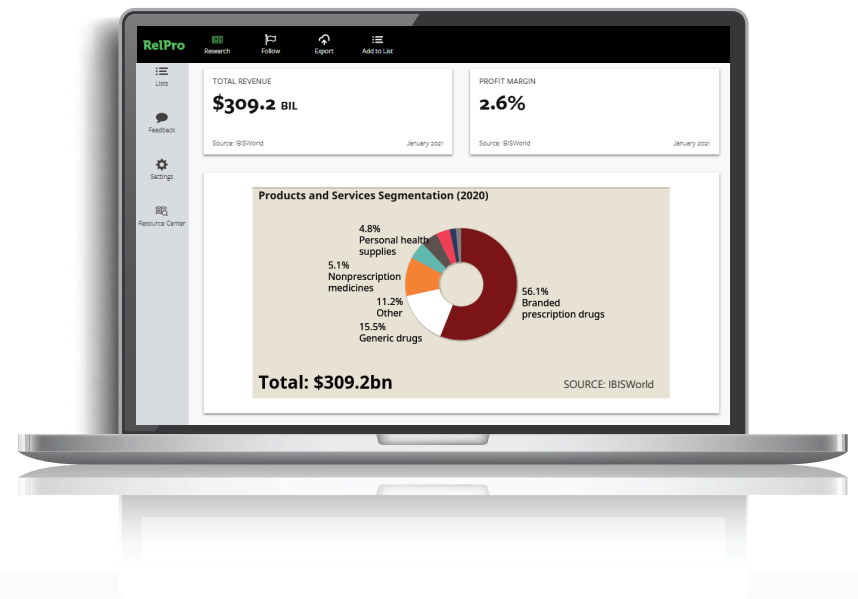
- ✔ **Establish Credibility:** Anticipate prospects' pain points and use their language to demonstrate expertise
- ✔ **Develop Immediate Rapport:** Get prospects to open up and reveal important information by asking industry-specific questions and discussing relevant issues, threats, and opportunities
- ✔ **Save Time with More Effective Prospecting:** Enhance sales planning by targeting industries with market conditions that suit your product or service
- ✔ **Accelerate the Loan Cycle:** Complete a more detailed analysis of your prospect's operating environment to strengthen loan applications
- ✔ **Challenge Prospects with Key Industry Insights:** Encourage leads to think differently about their problems and consider new opportunities



# Relationship Building Made Easier Using RelPro

RelPro's relationship intelligence platform is the perfect home for IBISWorld data. When integrated, these solutions help you manage relationships and save time.

- ✔ **Save Time:** RelPro is easy-to-use and integrates with your workflow
- ✔ **Qualify Companies:** Filter by location, revenue, industry, funding, PPP Loans and UCC Filings
- ✔ **Stay in Touch:** Use RelPro's Alerts to keep communication with prospects and clients on track
- ✔ **Find Key Decision Makers:** RelPro's accurate contact details help you touch base with key executives
- ✔ **Be More Prepared:** Arm yourself with prospect research and actionable insights before making calls
- ✔ **Integrated Relationship Intelligence:** 20+ data sources, including BoardEx, Cognism, Crunchbase, GuideStar, Rivel Banking Research & Windfall.



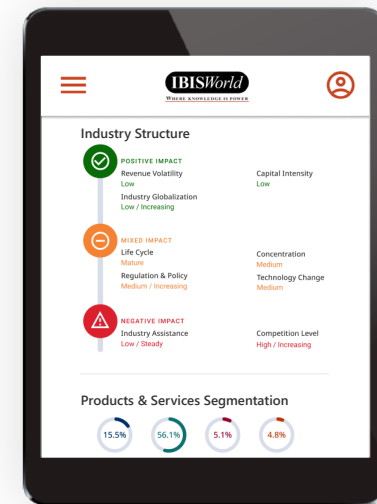
# IBISWorld + RelPro: Better Together



**IBISWorld** provides trusted industry research on thousands of industries worldwide, helping you save research time, understand market risks, benchmark against industry averages, and gain insights into your customers' industries.



**RelPro** aggregates contact details and relationship intelligence for over 7 million companies and 150 million decision-makers from best-in-class sources so that you can easily and accurately find real-time leads, develop prospects, and strengthen existing relationships.



Title	Level	Trend
Life Cycle	Mature	-
Revenue Volatility	Low	-
Capital Intensity	Medium	-
Industry Assistance	Medium	Steady
Concentration Level	Medium	-
Regulation Level	Heavy	Steady
Technology Change	Medium	-
Barriers to Entry	Medium	Increasing
Industry Globalization	Medium	Increasing
Competition Level	High	Increasing