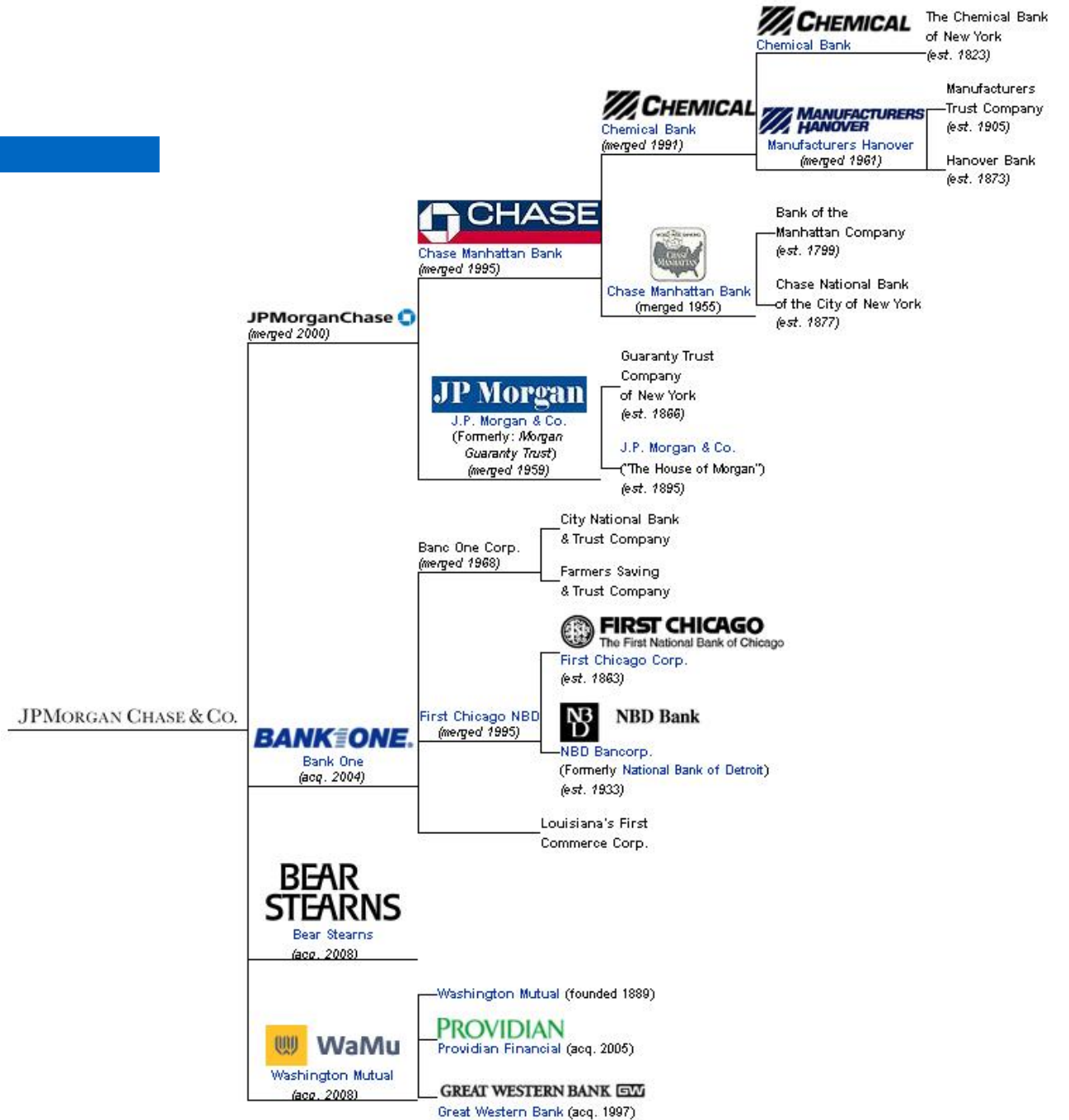


# JPMC History of Mergers & Acquisitions



more than  
**5,500**  
branches  
**18,000**  
ATMs

**7**  
MILLION  
mortgages  
&  
home  
equity  
loans

**#1** CUSTOMER SATISFACTION  
among largest banks

provide services  
to approximately  
  
out of every  
American households

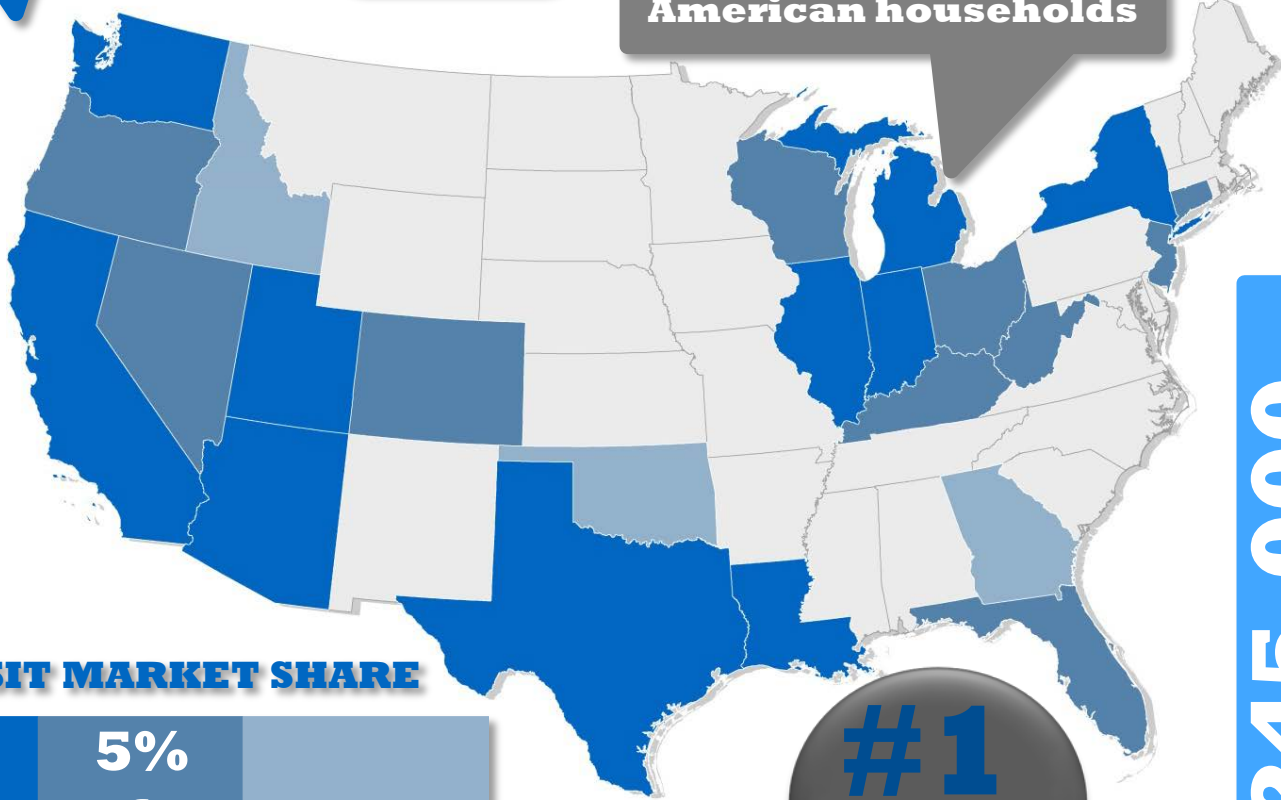
**80%**  
of  
**FORTUNE**  
**500**  
companies  
are  
customers

**+60** countries

**245,000**  
EMPLOYEES WORLDWIDE



**65 Million** credit cards in circulation



**DEPOSIT MARKET SHARE**

<b>&gt;10%</b>	<b>5% &amp; 10%</b>	<b>Other</b>
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**#1**  
Small Business  
Lender

# Maps To Apps: Who are your Customers?

*Rethinking the Role of GIS in Banking.*

## The Past...



**GUNS THAT ARE ALWAYS DRAWN MAY NEVER NEED TO BE FIRED**  
Daily from the Federal Reserve to Chase National, to National City, to many another Manhattan bank, travel small fortunes in small forts. This money, attractive to the bandit eye, is never molested.





ASK

ACT

ACQUIRE

ANALYZE

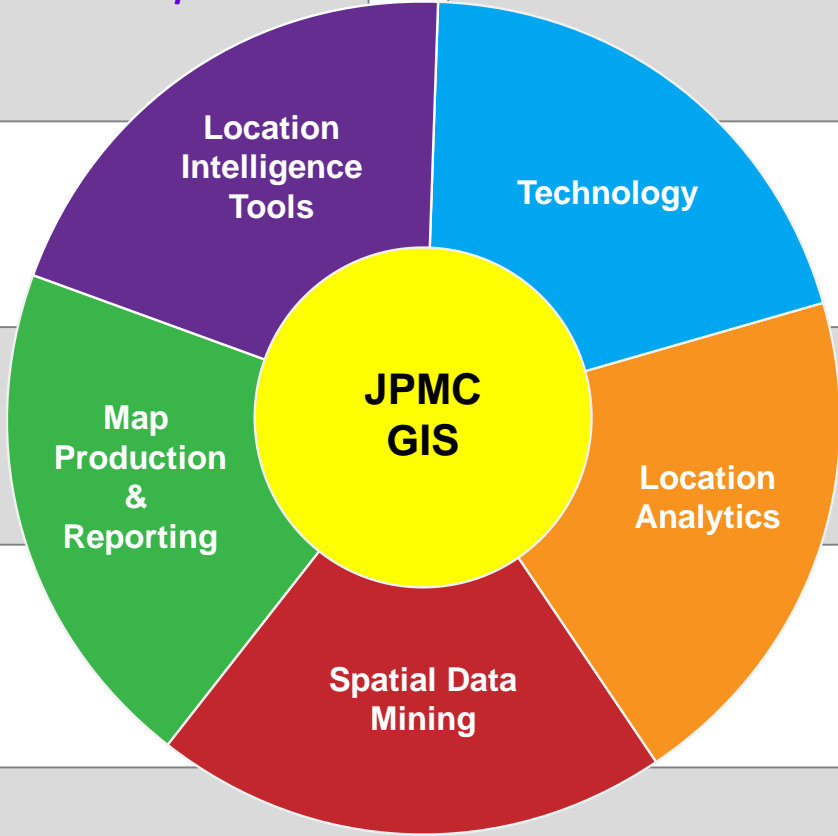
EXAMINE

*Geo-enabling business data with mapping and analytical tools to discover patterns and answers to business problems*

BI Tools to view Demographics  
Prospect and Customer Data

*Administering data management systems and software used to capture, store, manage, retrieve, analyze, and display spatial information*

Apps (mobile, browser, self-service)  
Dashboards, Business Cases



*Providing turn-key mapping and reporting solutions to primary clients*

Branch and ATM location maps  
Retail operations maps  
Crisis and Catastrophes

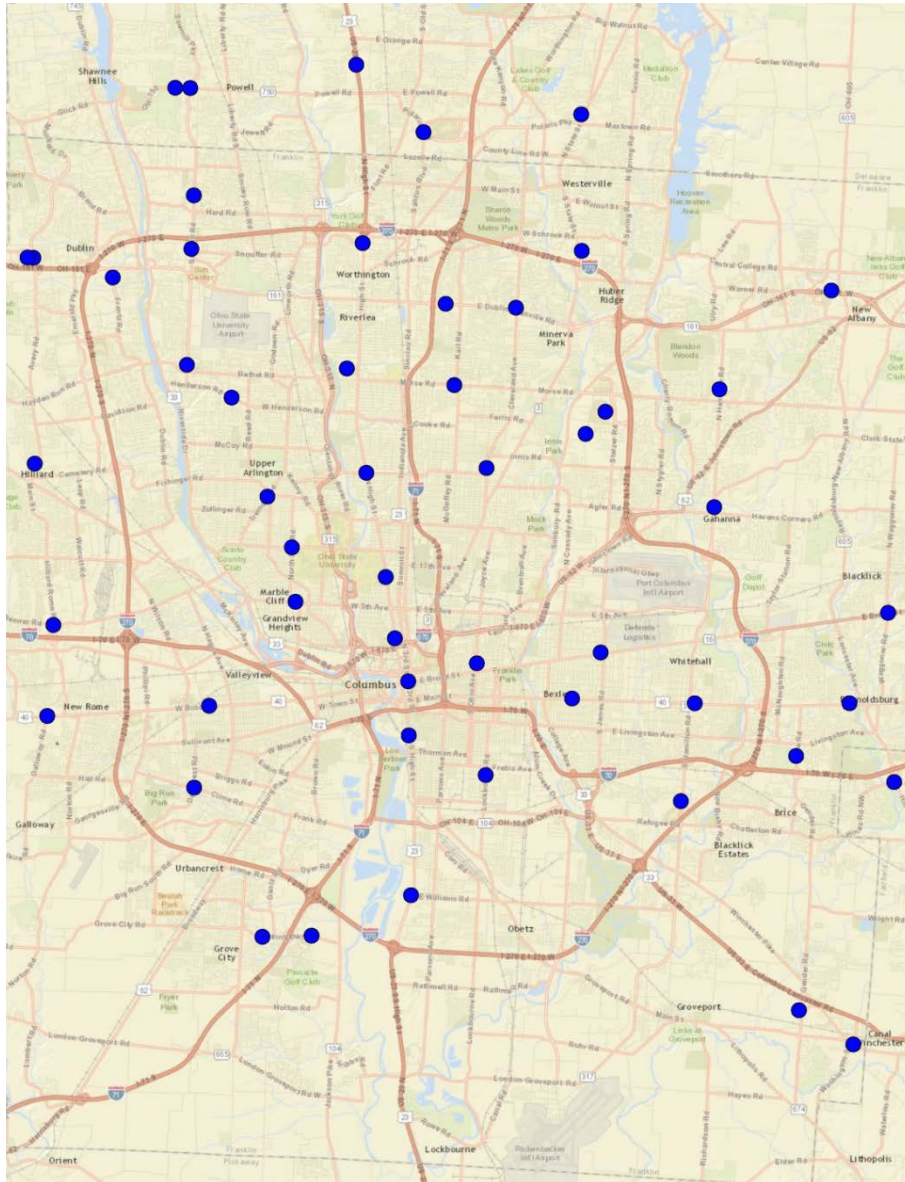
*Answering business questions that involve a location component.*

Optimization  
Site Selection  
Strategy/Planning

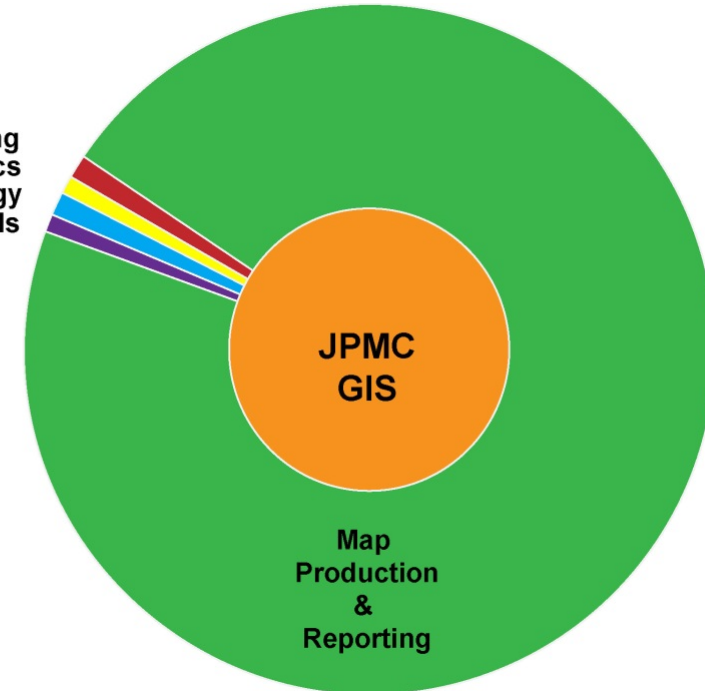
*Gathering and managing data with a location component.*

Patterns in large datasets (spatial outliers)  
Temporal Changes  
Co-location (ATM Skimming by location, TOD,DOW)

# Vision Planning



Spatial Data Mining  
Location Analytics  
Technology  
Location Intelligence Tools



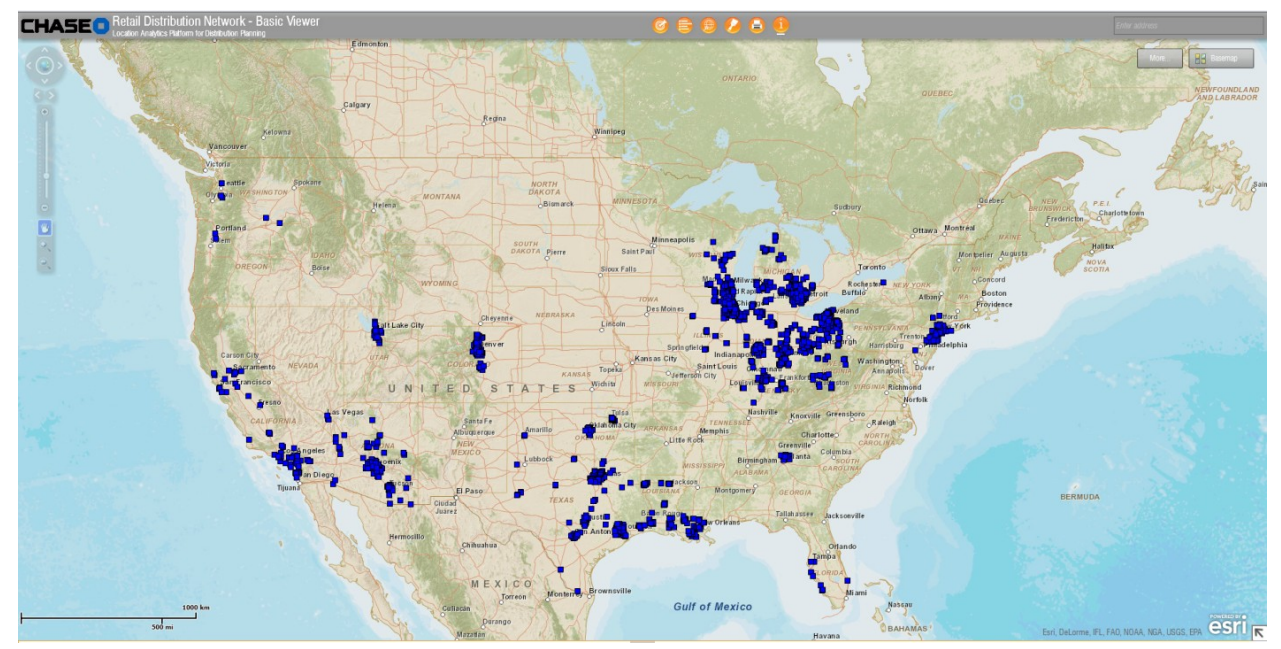


# Vision Planning

**San Diego – Little Italy**  
 RSF: N/A  
 LXD: N/A  
 Deposits: N/A  
 Transactions: N/A  
 Sq.Ft.: N/A  
 Recom.: N/A

**Broadway and 7th Avenue**  
 RSF: N/A  
 LXD: N/A  
 Deposits: N/A  
 Transactions: N/A  
 Sq.Ft.: N/A  
 Recom.: N/A

**First Avenue and Broadway**  
 RSF: N/A  
 LXD: N/A  
 Deposits: N/A  
 Transactions: N/A  
 Sq.Ft.: N/A  
 Recom.: N/A



## Business Resiliency





## Business Resiliency

The GIS “Wheel” is an important tool in the toolbox for Business Resiliency

Reactive approach is replaced with a proactive methodology that ensures business continuity and resiliency



**ACTION** vs **REACTION**

Takeaways...

