



## Customer Retention

This sticky product will make it more advantageous for customers to stick with you for the long haul.

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## Exchange File Securely

Give all customers a small amount of storage space so they can send & receive documents to complete transactions with you.



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## Reward Loyalty

You can give individuals or groups more storage space for picking a certain checking account or signing up for estates.

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## Baby Boomer Focused

An online safe deposit box is the perfect tool to assist Baby Boomers with organizing their estates. With the amount of digital documents increasing, My Virtual StrongBox can be a necessary tool for secure storage and planning.



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## Appeal to Gen-Y

Gen-Y customers want their financial institutions to have the latest technology, even before they know they want it. My Virtual StrongBox shows financial institutions forward thinking, while beginning to build a solid foundation to assist with customer retention.

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## Small Businesses

From Quickbooks to patents, small businesses have an extremely large digital library that must be backed up.



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## Freemiums

Many financial institutions are giving a small amount of storage space to their customers for free to begin. Customers can purchase more space, but this is a great strategy to introduce the solution.

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## Implementing My Virtual StrongBox

Decide how much storage space you would like to give customers and specific groups. See the chart below for an idea of how much customers can store in a certain amount of space.



09

## Branch Differentiator

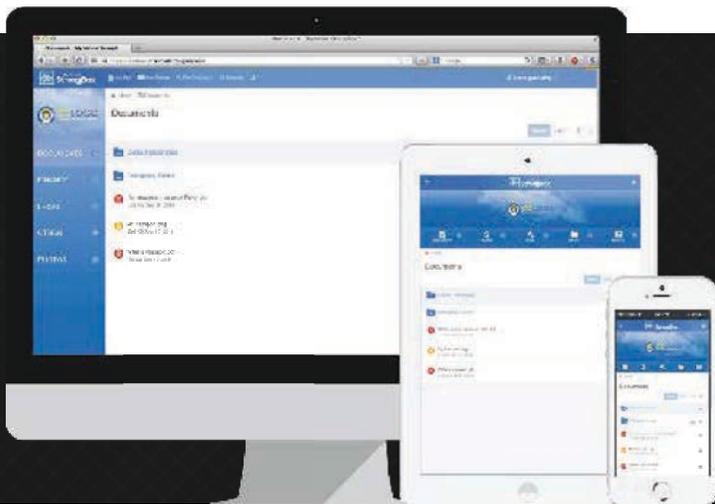
Barclays has "Cloud it", showing the concept of an online safe deposit box isn't far fetched. We believe all financial institutions will be providing a service like this within the next 5 years. The question is, when will your customers start looking for it?



# HOW MUCH SPACE IS THAT REALLY?

Many financial institutions give their customers a small amount of storage space to begin with, also known as a "freemium." See how the amount of storage space you select as a freemium can be used by customers. Remember, My Virtual StrongBox is an online safe, not a garage. When selecting the amount you will offer, keep in mind that customers should place only their most sensitive documents here.

File Type	25 MB	50 MB	100 MB	250MB
 .PDF [50 KB]	500	1,000	2,000	5,000
 Image [4 MB]	6	12	24	60
 E-Mail [8 KB]	3,000	6,000	12,000	31,000
 eStatement [1 MB]	25	50	100	250
 Turbo Tax™ [300 KB]	80	165	330	825
 QuickBook [125 MB]	---	---	---	2
 Quicken [1.5 MB]	16	32	64	160



Many financial institutions start by giving a small amount of space [25MB] to their customers, then see how they respond to the service before offering a larger amount of space.

**FAST FACT:** In the first 15 months, our clients have seen an adoption/activation rate of **11%** of online banking customers for the service.

**11%** adoption rate to online banking with My Virtual StrongBox



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