



## Introducing: The Bid Probability Option to the Bank Price Analysis™

The Phoenix-Hecht Bank Price Analysis™ is a unique data set and pricing model for bank sales, product management and pricing personnel. A new option to the web based system works in conjunction with the expanded pricing and regression data of the Bank Price Analysis™ to calculate the probability of a particular bid or set of prices being the low bid for treasury management business. A Monte Carlo Simulation is applied to an enhanced regression analysis that also factors in the number and type of other banks likely to also be bidding on the business. The output provides a decision framework to help you formulate your bid.

The Bank Price Analysis™ with the bid probability option is accessible via the Phoenix-Hecht Client Services web site. The analysis involves three simple steps:

**Step 1** Provide the number and type of banks bidding

**Step 2** Provide service volumes and proposed price

**Step 3** Generate reports

### Sample Report

<u>Bid Analysis</u>	
General Account Services	
Number of Tier 1 banks submitting bids	1
Number of Tier 2 &3 banks submitting bids	1
Your Total Bid	\$301.90
<b>Probability that \$331.90 will be the Low Bid</b>	<b>55%</b>
75 <sup>th</sup> Percentile of simulated bids	\$383.40
50 <sup>th</sup> Percentile of simulated bids	\$331.90
25 <sup>th</sup> Percentile of simulated bids	\$277.73
10 <sup>th</sup> Percentile of simulated bids	\$258.30

Additional reports detail the percentile prices for each service line item and services can be sorted by their percentage of the total bid.

The Bid Probability option uses data from the Bank Price Analysis™ that tracks pricing for the 92 most popular service lines derived from actual account analysis statements and reports the results for two tiers of banks. The Price Analysis is a significant extension of the pricing data published in the Blue Book of Bank Prices®. Account Analysis data is compiled from companies with more than \$20 million in annual revenue. Statements are selected from the largest banks in terms of treasury management activity.

Phoenix-Hecht pricing products are accessible to bank clients annually each August via our client services web site. Hardcopies of the respective publications are available shortly thereafter.

## Phoenix-Hecht Pricing Products

### Features and Capability Comparison

	Blue Book Site License	Bank Price Analysis™
<b>TOTAL MARKET DATA</b>		
Service Price Summary	■	■
Expected Price Quartiles by Volume	■	■
Average List Price Index	■	■
Discount Trends	■	■
Current Year Discount	■	■
Frequency of Price Report		■
Exception Pricing Report		■
<b>BANK TIER DATA</b>		
Expected Price Quartiles by Volume		■
<b>DELIVERABLES</b>		
Hard Copy	■	■
Electronic (PDF)	■	■
Web Model	■	■
	Blue Book Calculator	Bank Price Analysis Model
<b>WEB MODELS</b>		
Unlimited Users	■	■
Geographic Adjustment	■	■
Monthly Volume	■	■
Total Market Percentile Price Report	■	■
Multiple Product Family Analysis		■
Bank Tier Percentile Price Report		■
<b>Bid Probability</b> <i>(optional)</i>		■