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## Leverage the power of the Internet

Your valuable small business customers leverage the power of the Internet through a cost-effective, easy to implement, flexible system — reducing the time, cost, and effort of traditional paper-based invoice management.

While your customers benefit from streamlined transaction management and improved buyer-seller relations, your institution gains valuable opportunities for business growth.

## Web-enablement helps your institution:

- Enhance customer relationships and stickiness
- Increase its brand exposure to existing customers and new referrals
- Gain a continuing stream of new revenue and referrals
- Improve implementation of targeted business marketing campaigns
- Capture detailed transaction management data on both customers and their buyers

**LSQSystems**

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**LSQ**  
SYSTEMS



## Web enablement streamlines transaction management

With LSQ Systems web-enablement technology, small business customers enjoy highly efficient credit and collections management, and [much more](#):

- **Invoice Presentment** — the ability to transmit invoices over the Internet, using "as is" technology, directly to customers
- **Receivables Management** — sophisticated online systems provide easy to use, "best of breed" receivable management technologies to small business customers
- **Sophisticated Credit Analysis** — ensures each new buyer has the financial ability to meet its obligations, while providing credit monitoring services on all existing trading partners
- **Cash Applications** — either through our lock box system or yours, customers can outsource cash applications through LSQ Systems. Easy integration with Quickbooks and Peachtree eliminates the time needed to apply cash and prepare deposits

## Efficient credit and collections builds your customers' bottom line

[Streamlined transaction management](#) helps to

- Reduce collection days
- Improve cash flow
- Lower administrative costs
- Increase operational efficiencies
- Build your customer's credit rating
- Grow their business

**NEXT**



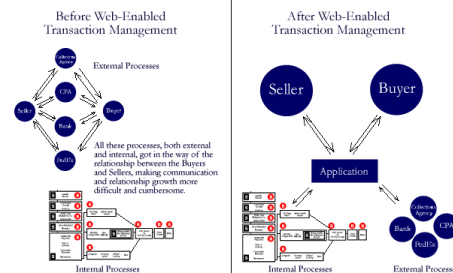


## Web enablement strengthens relationships between customers and your institution

When your institution implements LSQ web enablement technology, you provide your customers and all of their buyers with a unique, turn-key solution to their payables and collection process that's easily integrated into existing infrastructure.

All transactions are branded under your institution — LSQ is an "invisible" partner. This lets your institution reinforce their brand each and every time web enablement is used — by **every** customer and **every** buyer.

Web enablement gives your institution additional means to build and deepen relationships with your customers and their buyers through use of targeted marketing efforts. This quickly opens and maintains new sources of revenue streams, while lowering acquisition and retention costs.



NEXT

## Financial Institution Benefits





### Focus Your Marketing Efforts

When you web-enable your small business customers with LSQ Systems technology, your institution can dynamically target its marketing efforts with captured transaction and user data.

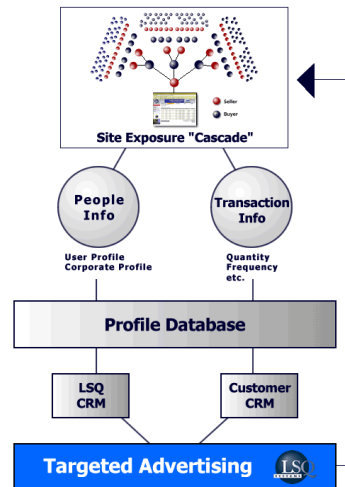
Continually build profiles on all customers that participate in the transaction management process – whether it's the CEO, A/P Manager or Sales Executive.

LSQ's proprietary profiling system ensures that your efforts are targeted only to the intended audience.

### Leverage and build relationships

Use real-time target marketing to

- Deepen its relationship with each customer on a one-to-one level
- Improve stickiness and retention
- Lower acquisition costs



Since transaction management data captures information on both sellers **and** buyers, it allows your institution to leverage existing customer relationships while cost-effectively building new ones through highly targeted efforts.

## TargetedMarketing



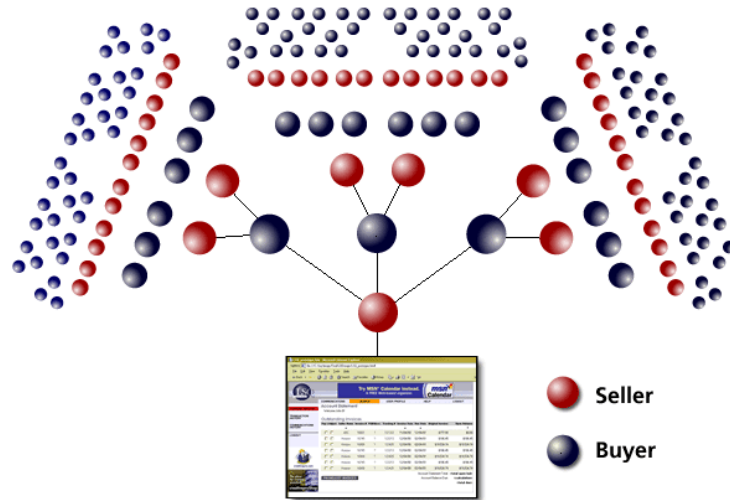


## Grow relationships exponentially

Your institution can grow buyer-seller relationships exponentially by continuing to leverage them based on the [data captured](#).

### How it works:

- Your institution has relationships with customers (sellers)
- These sellers have relationships with their buyers
- Your institution can cultivate relationships with those buyers through highly targeted marketing based on captured data
  - They now migrate to become your new customers
- These new customers have relationships with their buyers
- Your institution can cultivate relationships with these buyers...



**The potential is virtually endless.**

## RelationshipGrowth

