



Press Release

## For Immediate Release

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### Quest Expands Banking Solution with ASA Partnership

PITTSBURGH, PA February 11, 2005 ---ASA, a leading provider of predictive analytics and decision enablement solutions, have joined forces with Quest Analytics, LLC to deliver a broader suite of retail banking offerings. Based in Pittsburgh, PA, Quest Analytics brings considerable retail banking expertise in the areas of performance analysis consulting, systems deployment, training, and analytics development services. Combined with ASA's proven banking software that specializes in increasing sales and improving customer retention, the partnership synthesizes technology with industry and process expertise to create more attractive options for retail banks.

"The partnership with Quest Analytics expands the range of solutions banks have at their disposal when addressing critical front-line issues such as building a strong sales culture, increasing share-of-wallet, improving customer retention, and reducing training costs" said Ken Ramoutar, Vice President Marketing of ASA. "Both companies focus on delivering highly cost



effective, quick implementation programs."

In a recent study published by BAI banking strategies, a survey of more than 500 retail banking executives revealed that nearly 8 out of 10 bankers surveyed responded that their staffs lack adequate sales capabilities. This study identified a significant divide between the sophistication of customer relationship strategies and management's satisfaction with the ability of front-line employees to effectively deliver on those strategies.

"ASA's solutions cut to the heart of CRM for banks and financial institutions by focusing on activities and business processes which effectively complete the sales cycle. Using ASA's solutions, we can help banks capitalize on sales opportunities that would otherwise fall through the cracks. Combining ASA's decade-plus of software development with Quest Analytics services provides retail banks with a broader and more cost effective alternative when it comes to front-line performance improvement programs" says Karl Keller, President of Quest Analytics.



ASA and Quest Analytics offer solutions focusing on:

- Sales opportunity identification and management
- Proactive attrition identification management
- Predictive modeling including cross selling and response
- Branch sales and retention workshops
- Profitability analysis and strategy consulting

*About ASA Corp.*

ASA is a provider of applications that leverage predictive and descriptive analytics. ASA is headquartered in Pittsburgh, Pennsylvania. For more information about ASA call 412.220.9300 or visit [www.asacorp.com](http://www.asacorp.com).

*About Quest Analytics*

Quest Analytics LLC, a software and services technology company, specializes in developing and delivering analytical solutions to the financial industry. Quest Analytics is a privately held company and is headquartered in Pittsburgh, Pennsylvania. For more information call 412.347.0386 or visit [www.quest-analytics.com](http://www.quest-analytics.com)