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Contacts:

George Pisacano  
Partner  
Applied Business Intelligence Group, LLC  
904-270-9904 ext. 201  
gpisacano@appliedbigroup.com

Eileen O'Hare  
Vice President of Marketing  
PredictiveMetrics, Inc.  
732-530-9303 ext. 101  
eohare@predictivemetrics.com

## **Applied Business Intelligence Group, LLC Announces Strategic Partnership with PredictiveMetrics, Inc.**

**Mexico launch of ScoreDynamics<sup>SM</sup> collection solutions –  
leveraging the predictive power of a company's own accounts receivable data**

**Limited-time FREE validation analysis**

Jacksonville Beach, FL July 6, 2010 – Applied Business Intelligence Group, an international analytics firm specializing in business intelligence solutions, announces ScoreDynamics<sup>SM</sup> collection solutions, the first commercially available platform of collection scores serving consumer and commercial markets in Mexico. ScoreDynamics is made possible by an exclusive strategic partnership between Applied Business Intelligence Group and PredictiveMetrics, Inc., a leading provider of statistical-based predictive scoring in the United States for 15 years.

PredictiveMetrics' accounts receivable collection modeling has proven to be the best commercially available methodology used today. Applied Business Intelligence Group partner Robert Davis' career includes substantial experience in the Mexican credit market.

According to Michael Banasiak, president and CEO of PredictiveMetrics, “This new partnership with Applied Business Intelligence Group will expand our proven collection solutions into the Mexican market. Robert Davis successfully developed the first commercial credit bureau score utilized in Mexico and his experience is invaluable in delivering the first commercially available consumer and commercial collection scores to the market.”

ScoreDynamics leverages the predictive power already residing in a company’s own accounts receivable (A/R) data to predict future customer payment activity by uncovering past trends, magnitudes and payment patterns. For late stage collections or accounts already written-off, the model predicts expected value and propensity to pay. By formulating a customer’s own A/R data to predict future payment performance and payment amount, ScoreDynamics negates the need and expense of relying on costly external information like credit bureau data to manage customer risk and collections.

“We provide clients pragmatic, actionable insight by uncovering the predictive power imbedded in their own data. Our ScoreDynamics collection solutions are comprised of seven distinct scores serving financial institutions, business credit grantors, utilities, debt buyers and collection agencies,” says Robert Davis, partner, Applied Business Intelligence Group. “We have proven that ScoreDynamics outperforms credit bureau models and judgmental models by at least 50% in the riskiest segment of U.S. portfolios and have demonstrated more impressive results on Mexican portfolio validations.”

For a limited time, new clients in Mexico are offered a free validation analysis to help evaluate ScoreDynamics using their own data and customer portfolio. Visit [www.appliedbigroup.com](http://www.appliedbigroup.com) for more information about this valuable limited-time offer.

### **About Applied Business Intelligence Group**

Applied Business Intelligence Group, LLC is an international analytics firm specializing in business intelligence solutions across multiple industries in the areas of marketing and risk analysis, systems and database integration and product and business development. For more information, visit [www.appliedbigroup.com](http://www.appliedbigroup.com) or call 904-270-9904.

### **About PredictiveMetrics**

Since 1995, PredictiveMetrics, Inc. is the leading provider of statistical-based predictive scoring and analytical decision solutions for collections, debt buying, accounts receivable risk management and underwriting spanning many industries. For more information, visit [www.predictivemetrics.com](http://www.predictivemetrics.com) or call 732-530-9303.

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