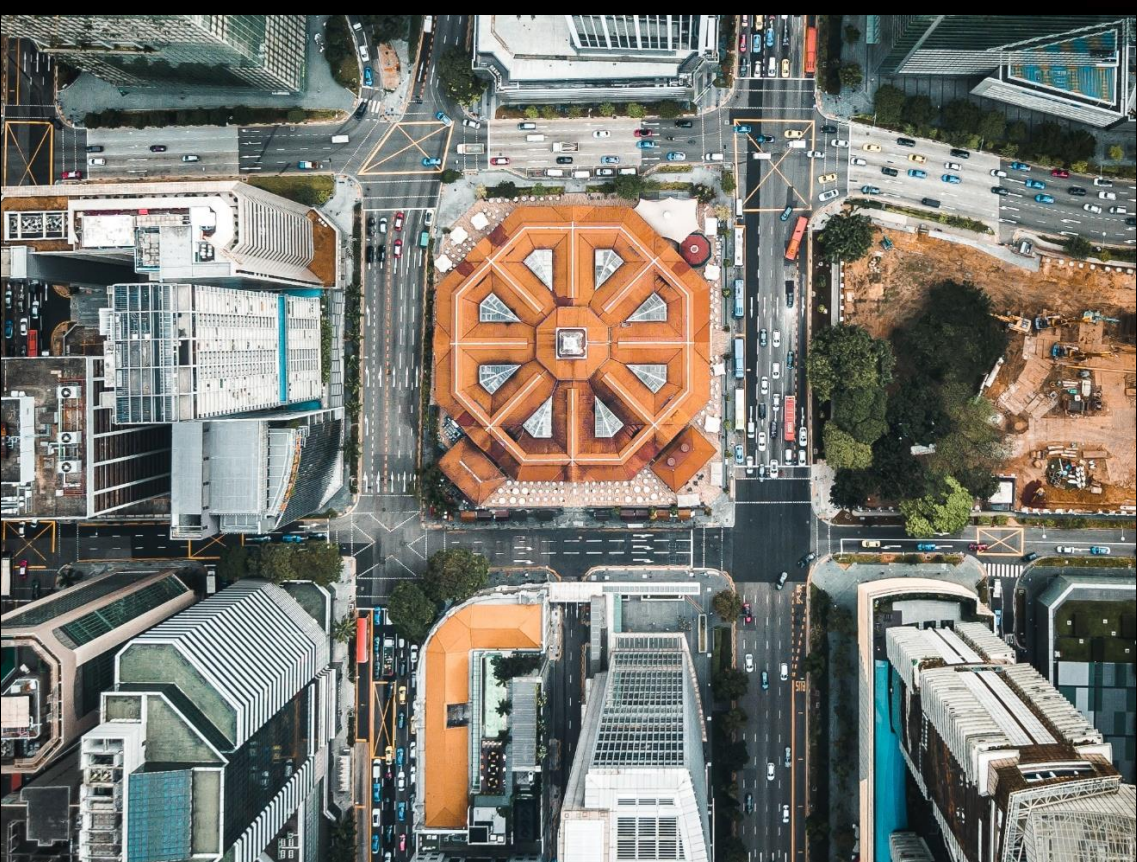




Drone Market Analytics  
Unlimited growth potential



**Get closer to see the big picture**  
Turn analytical data into relevant business insights.

Missing unique business opportunities for not being able to access detailed reliable information about the target market shouldn't happen anymore. But how to define a winning business strategy, grow and succeed, without having up-to-date demographic, economic and business data? And if each market has its own specificities, why treat all neighborhoods the same way when we do know that even between nearby streets there are different business dynamics, more than justifying different commercial approaches?

Well, those days are over.

The technological advance of digital data processing allows us to deep dive into any defined geographical area and obtain precise and precious information to optimize business management. **Make more effective decisions and tailored growth strategies.**

**Zoom-in. Success lies in the details.**  
Develop a unique commercial approach

**Drone** is your chance to zoom-in on your business influence area and, on a micro, surgical level, access very specific information about each micro-segment, with a much more real local vision.

Take advantage of each micro market potential. Evolve the distribution model and commercial strategy with a unique approach.

The advanced analytical model combines information with BI and machine learning mechanisms, optimized over several years, to characterize each micro market with detail and precision, identifying and addressing the business potential and the needs in each one of them.

Micro universes, endless macro potentialities. Can you imagine it? Imagine being able to create your strategy based on insights specifically tailored to the geographic location in which your company operates and use that detailed data to develop and run a well-targeted action plan.



Capture the business potential in micro markets with specific growth strategies that you can monitor and follow-up.  
Act micro for macro success.

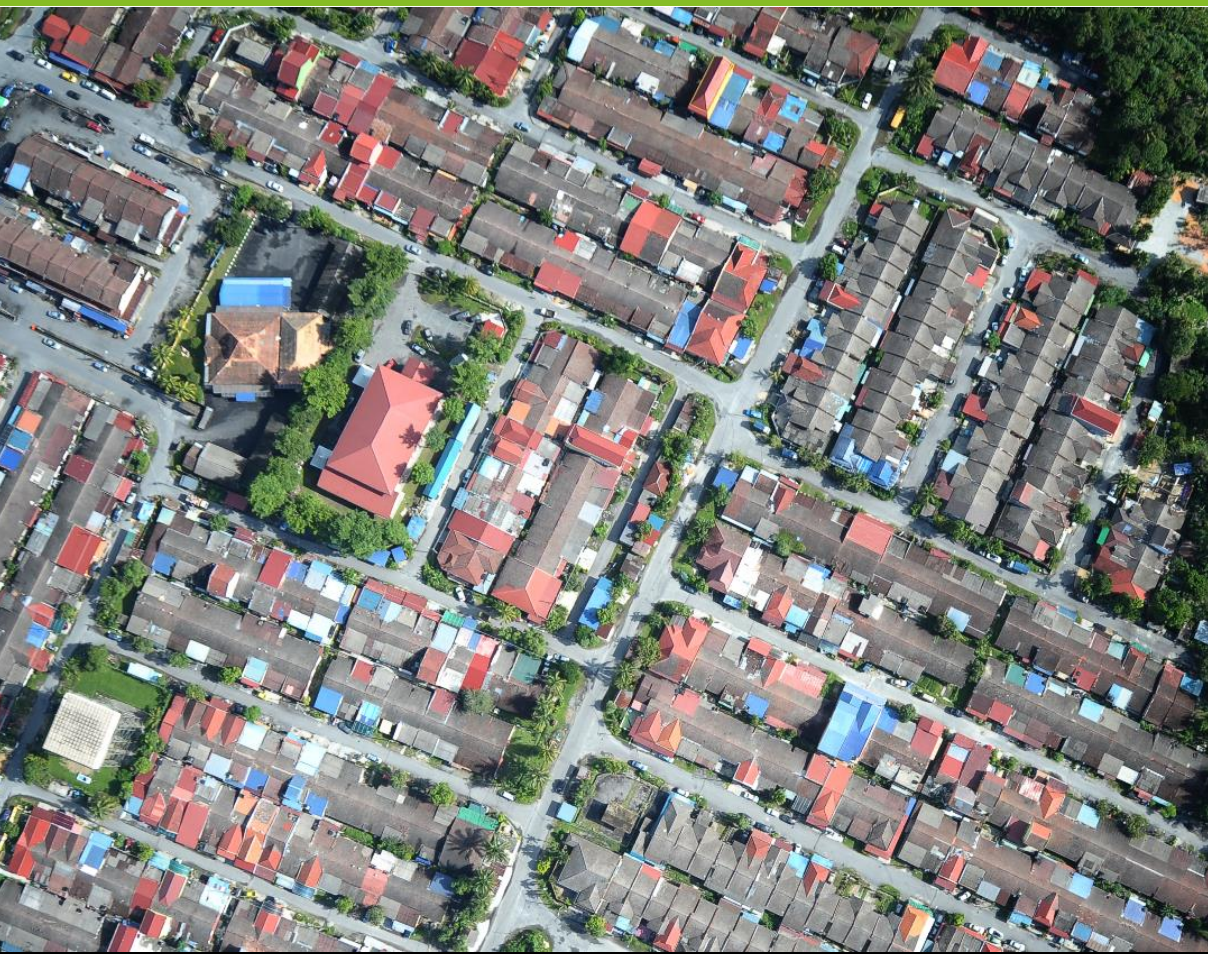


Drone can help your organization grow and improve your market performance by identifying the growth potential of micro-markets. Using advanced analytics information, your team can easily outline a concrete plan and take full advantage of the growth potential to seize identified opportunities.

**What's in it for your business?**

Key Benefits

-  Detailed micro market analyses
  - Rich and accurate insights for each micro market
  - Optimization of physical distribution networks – size, location, type, team
  - Take advantage of our extensive database with specific inputs oriented to the client's business
-  Tailored Business Plan
  - Business plans oriented towards specific accelerators, which enhance the sustained growth of the business
  - Definition of specific business strategies by territorial clusters
  - Implementation of specific growth plans for branches with high potential
-  Effective commercial strategy
  - Resources and effort oriented towards the initiatives with the greatest potential for success
  - Better results considering growth and profitability
  - Address the real needs of your customers based on the micro market characteristics



**We've done it before**

Drone model has already been successfully implemented in several financial and banking projects, with excellent results in optimizing growth plans for high potential branch networks.

**New Growth Opportunities**

To support a Financial Institution capture untapped potential in specific markets, we developed a customized Growth Plan using Drone for more than 25 branches. By comparing a wide range of business indicators between branches with similar characteristics (peer group) our team adapted the analytical models to the reality of those branches, considering internal and external inputs. From there improved and evolved to create different scenarios and translated them into differentiated commercial plans with concrete initiatives, appropriate for each micro market. This resulted on an exhaustive internal performance analysis as well as an assessment of commercial potential around the area of influence, identification of the best practices and best performing branches, and finally the definition of goals and initiatives to be implemented, with concrete results achieved, where pilot branches delivered a higher growth when compared to their peers.

Ready to zoom-in? **Let's talk.**



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