



Briefing for Communication Graphics

About ACTICO

Who we are

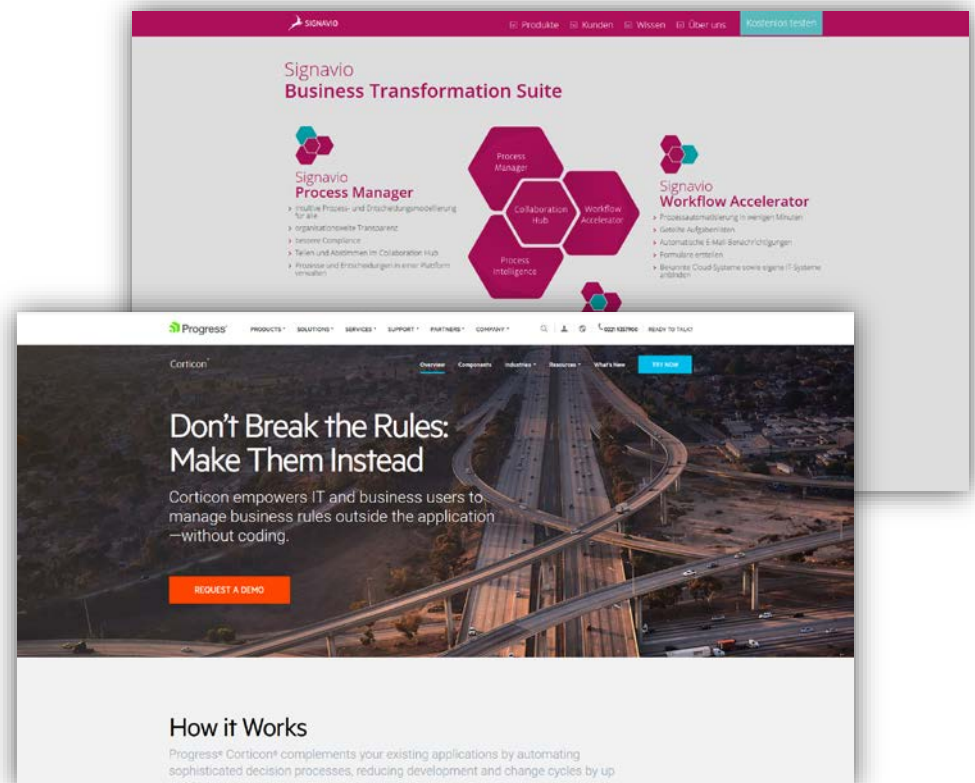
- Company for digital transformation and automation
- Customers: Financial Industry and Insurances
- Core Product: ACTICO Platform (Platform for Decision Management)
- Based in Germany
- www.actico.com




Competitors

Overview

- www.fico.com
- www.pega.com
- www.camunda.com
- www.shs-viveon.com
- www.progress.com/corticon



What are we looking for?

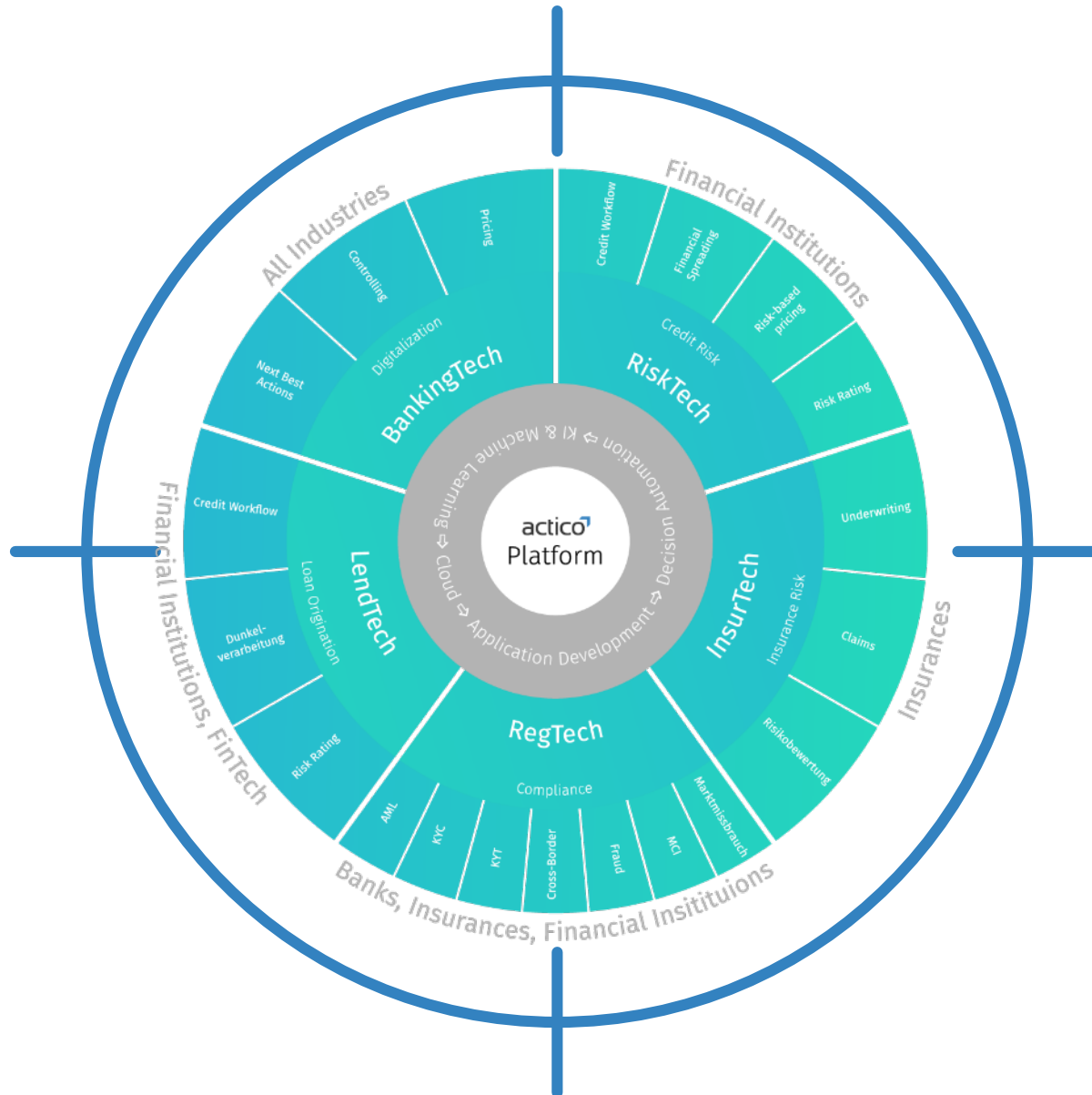


We need a graphic
which can convey our
story about the
ACTICO world in a
credible and easy
way on our website
and presentations.

Storytelling

- We want to convince with consistency and good storytelling
- Our story:
 - The **core** of ACTICO' offering is our product “ACTICO Platform”; i.e. all solutions listed below are based on the ACTICO Platform
 - The ACTICO Platform has the following **capabilities**:
 - Application Development
 - Decision Automation
 - AI & Machine Learning
 - Cloud
 - The following **topics and solutions** are developed and implemented based on the ACTICO Platform:
 - Credit Risk (Financial Spreading, Credit Workflow & Origination, Risk-based pricing, Credit Risk Rating; Early Warning System, Stress Testing)
 - Digital Business Automation (Customer Next Best Actions, Multichannel Pricing, Controlling, Decision Management)
 - Loan Origination (Loan Approval & Decision, Risk Rating & Scoring, Credit Workflow & Origination, Risk-based pricing)
 - Compliance (Know Your Customer, Know Your Transactions, Fraud, Cross-Border, Management of Conflict Interests, Money Laundering)
 - Insurance Processes (Underwriting, Claims, Risk-Rating)

→ We want to animate the graphic for our website but it should also work on print media



Logo



Our Colors

Primary colors

ACTICO Blue	51/130/192
ACTICO Grey	60/60/60
50% Blue	128/165/212
30% Blue	204/215/238
50% Black	157/157/157
20% Black	198/198/198

Additional colors

	253/202/83
	187/18/18
	130/91/139
	41/131/179
	38/185/209
	171/204/89
	198/198/198

Contact Details



actico
Smarter Decisions

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