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**INDUSTRY**

Financial Services

**ORACLE PRODUCTS & SERVICES**

Oracle Financial Services  
Profitability Management  
Oracle Financial Services  
Funds Transfer Pricing  
Oracle Financial Services  
Analytical Applications  
Infrastructure

## U.S. Bank Upgrades to Next Generation Financial Services Analytical Applications

U.S. Bank is the fifth largest commercial bank in the United States and lead bank of U.S. Bancorp. It provides a comprehensive line of banking, insurance, investment, mortgage, trust, and payment services products to consumers, businesses, and institutions.

### Challenges and Solutions

As a long-term Oracle customer and member of the customer advisory board for Oracle Financial Services next generation Analytical Applications, U.S. Bank has upgraded its analytical applications for Funds Transfer Pricing and Profitability Management. U.S. Bank is using the applications to support internal and external line of business reporting, wholesale customer reporting, and pricing models. These applications have delivered to U.S. Bank timely results and streamlined reporting and analysis. The new system is live across the entire bank and supports processing for millions of accounts monthly. U.S. Bancorp Executive Vice President Kathy A. Rogers said, "Oracle has made significant investment in these applications, and we are pleased with the results of the upgrade, as well as the exceptional support we have received from Oracle."