

OBR 146 & 147 (double issue)

2008 Planning Guide

Heading into the branchless future

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Published: October 15, 2007

Cost: Individual report: \$695 single-user; \$1,495 enterprise-wide license
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Size: 60 pages; 28,000 words

Format: Printed, PDF, Word

Ordering: [Online](#), [email](#), or (206) 517-5021

Abstract:

Our thirteenth annual Planning Guide is packed with more than 1000 brainstorm-inducing ideas, tactics, and tips you can use to improve the effectiveness and profitability of your online initiatives. The information is organized by product within the two major retail banking segments: consumers and small/microbusinesses.

With fee revenue, or lack thereof, one of the most important online banking issues, the 2008 Planning Guide also includes a handy 12-page section on pricing online services and transactions. Suggested fees for both consumers and businesses are presented for every online financial function imaginable.

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