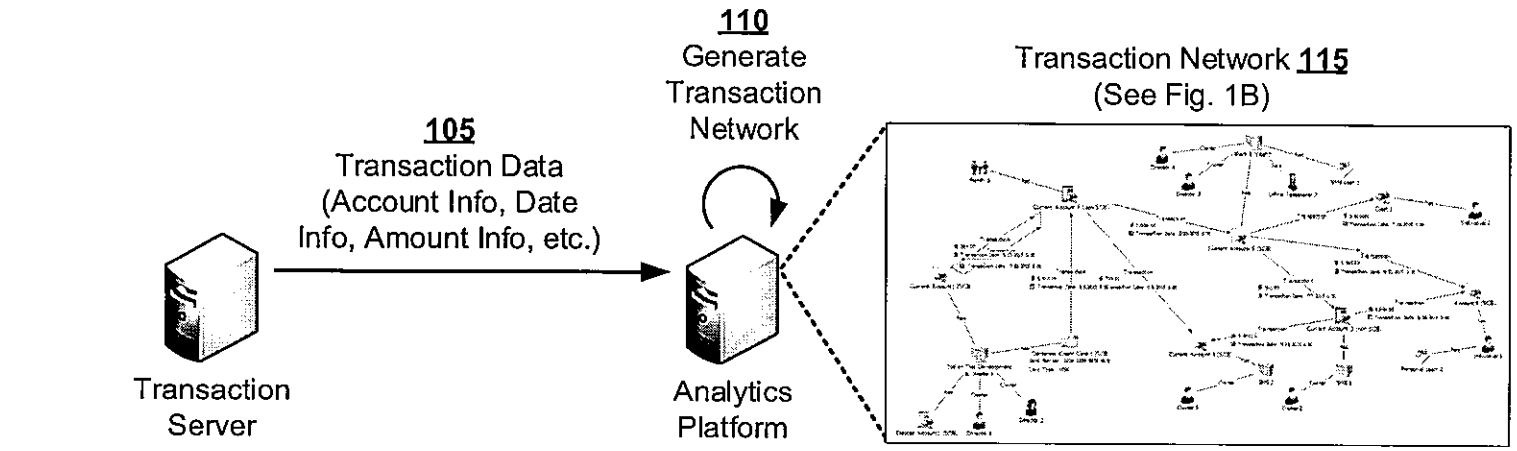

100
110
Generate
Transaction
Network
Transaction Network 115
(See Fig. 1B)
105
Transaction Data
(Account Info, Date
Info, Amount Info, etc.)
Transaction
Server
Analytics
Platform

FIG. 1A

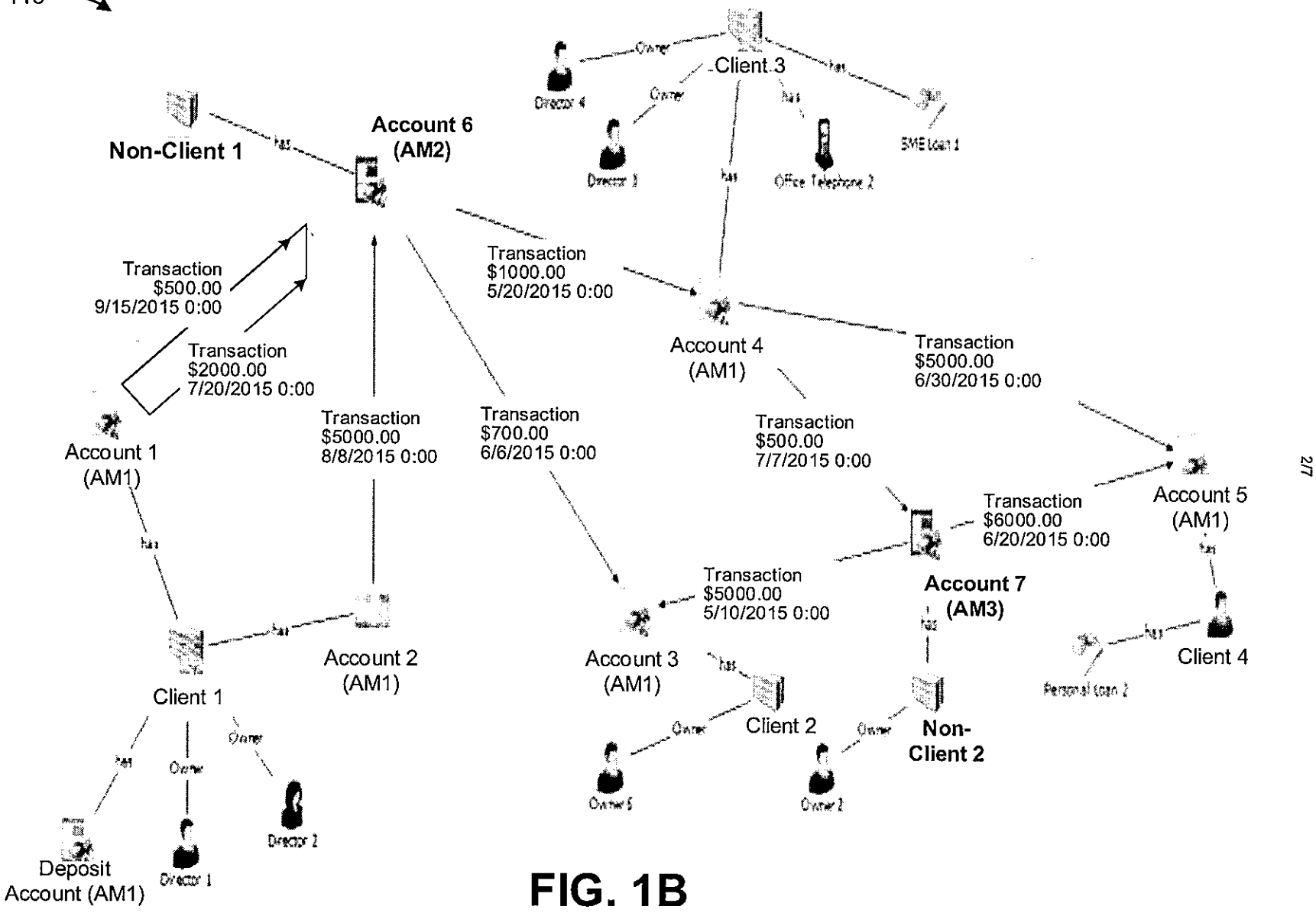
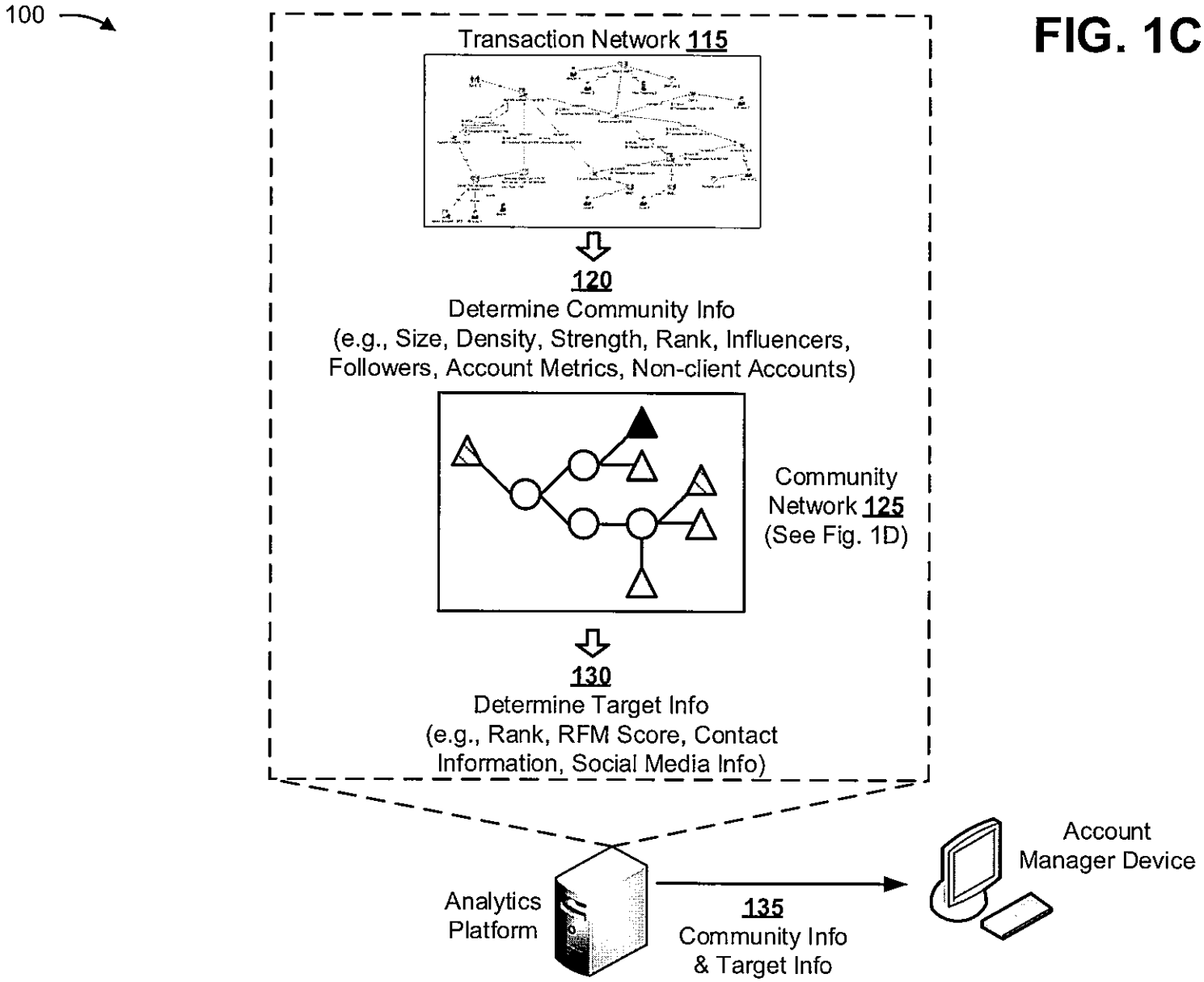

115
Client 3
Director 4
Director 3
Office Telephone 2
SME Loan 1
Owner
has
Non-Client 1
Account 6
(AM2)
Transaction
$500.00
9/15/2015 0:00
Transaction
$2000.00
7/20/2015 0:00
Transaction
$1000.00
5/20/2015 0:00
Account 4
(AM1)
Transaction
$5000.00
6/30/2015 0:00
Account 1
(AM1)
Transaction
$5000.00
8/8/2015 0:00
Transaction
$700.00
6/6/2015 0:00
Transaction
$500.00
7/7/2015 0:00
Transaction
$6000.00
6/20/2015 0:00
Account 5
(AM1)
Transaction
$5000.00
5/10/2015 0:00
Account 7
(AM3)
Account 3
(AM1)
Account 2
(AM1)
Client 1
Client 2
Non-
Client 2
Client 4
Personal Loan 2
Owner 5
Owner 2
Director 2
Director 1
Deposit
Account (AM1)

FIG. 1B

FIG. 1C


100
Transaction Network 115
120
Determine Community Info
(e.g., Size, Density, Strength, Rank, Influencers, Followers, Account Metrics, Non-client Accounts)
Community Network 125 (See Fig. 1D)
130
Determine Target Info
(e.g., Rank, RFM Score, Contact Information, Social Media Info)
Analytics Platform
135
Community Info & Target Info
Account Manager Device

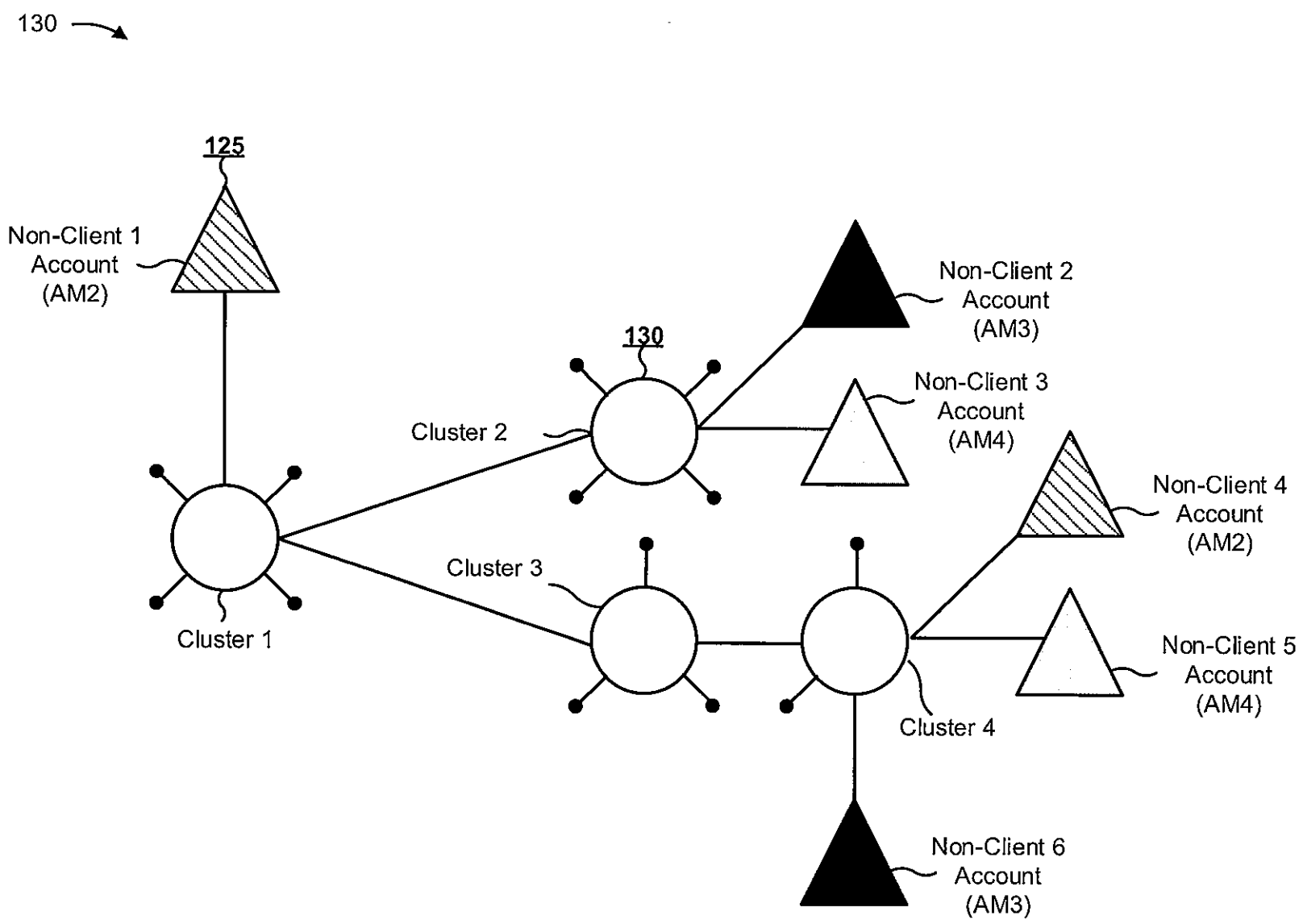

130
125
Non-Client 1
Account
(AM2)
Non-Client 2
Account
(AM3)
130
Non-Client 3
Account
(AM4)
Cluster 2
Non-Client 4
Account
(AM2)
Cluster 3
Non-Client 5
Account
(AM4)
Cluster 1
Cluster 4
Non-Client 6
Account
(AM3)

FIG. 1D

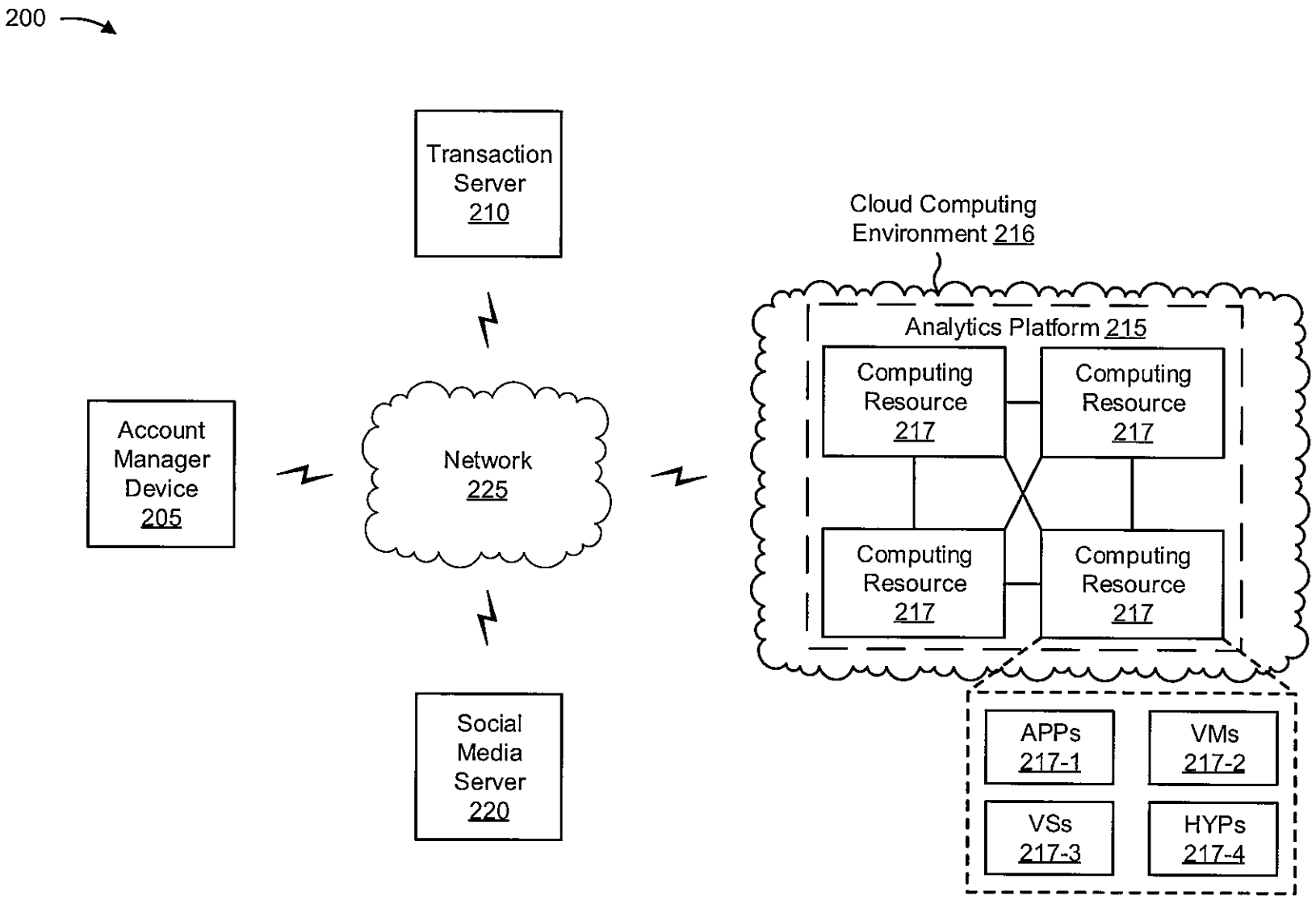

200
Transaction Server 210
Cloud Computing Environment 216
Analytics Platform 215
Computing Resource 217
Computing Resource 217
Computing Resource 217
Computing Resource 217
Account Manager Device 205
Network 225
Social Media Server 220
APPs 217-1
VMs 217-2
VSs 217-3
HYPs 217-4

FIG. 2

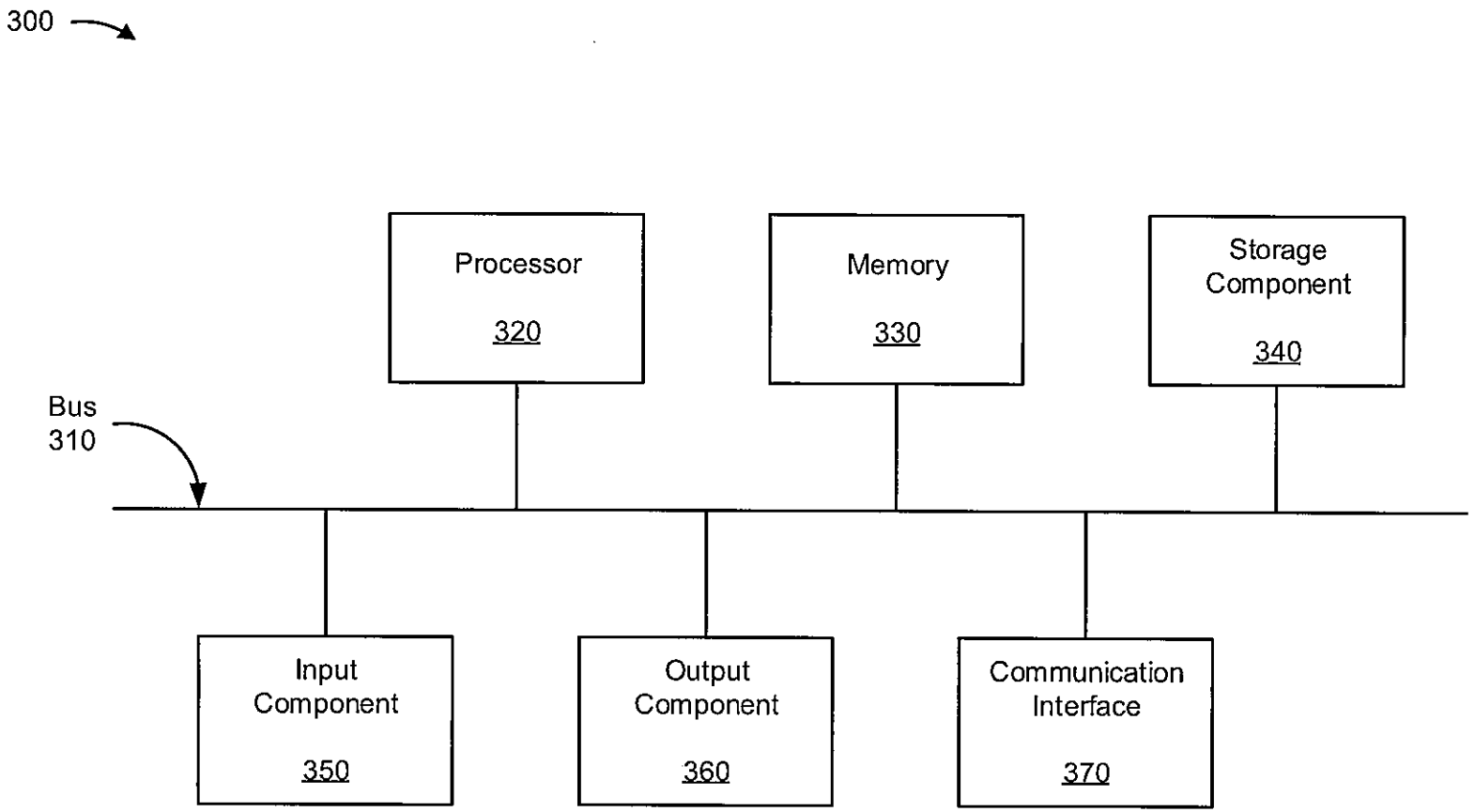

300
Processor
320
Memory
330
Storage Component
340
Bus
310
Input Component
350
Output Component
360
Communication Interface
370

FIG. 3

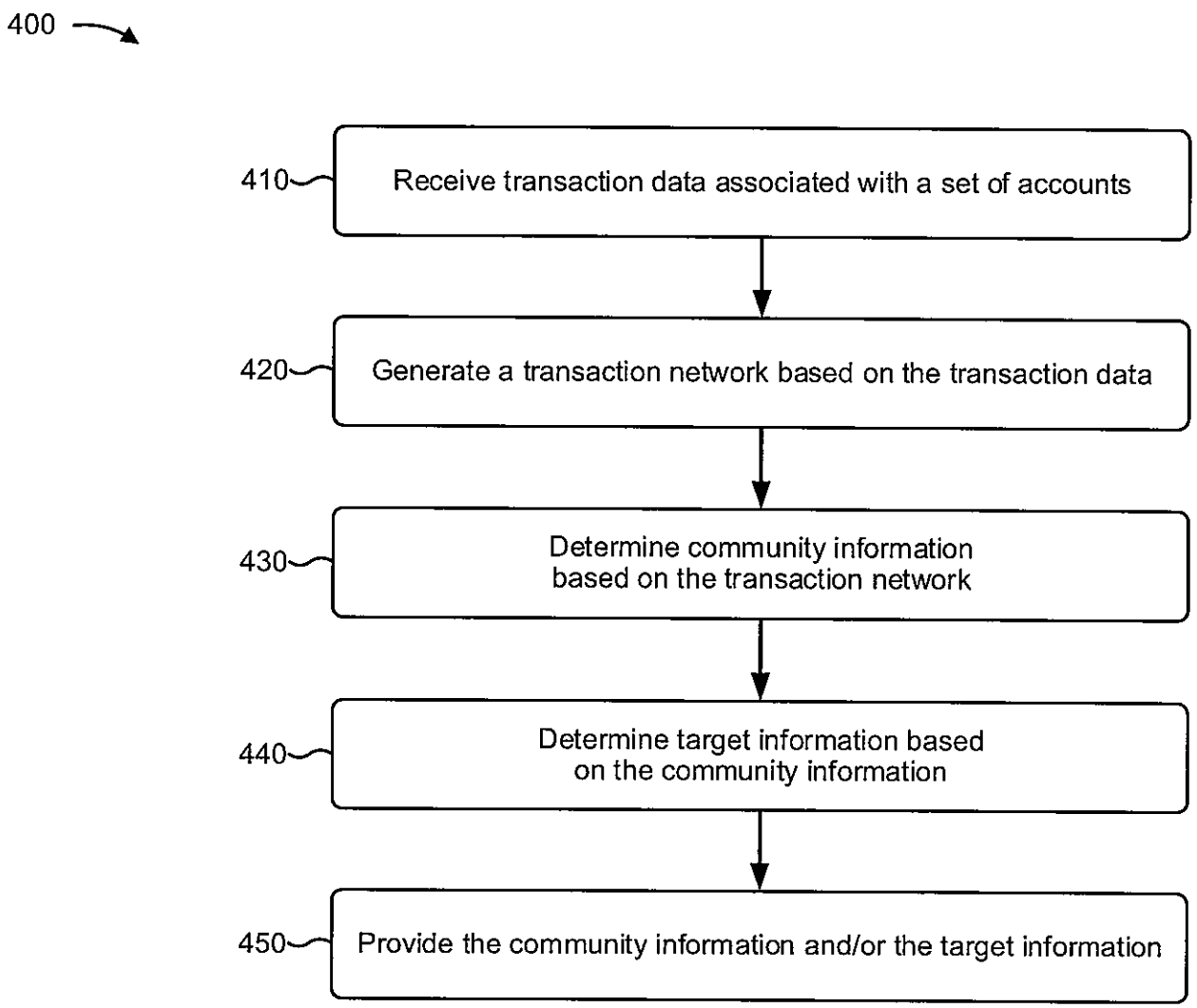

400
410
Receive transaction data associated with a set of accounts
420
Generate a transaction network based on the transaction data
430
Determine community information based on the transaction network
440
Determine target information based on the community information
450
Provide the community information and/or the target information

FIG. 4