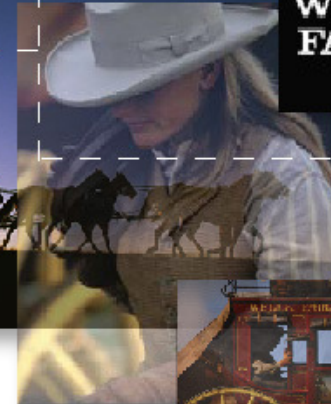


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Wells Fargo Applies Technology from KnowNow To Meet Major New Marketing Challenges

Dave Holvey
SVP Enterprise Marketing
Wells Fargo

June 20, 2007

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Protecting Brand Image on the Web

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Business Event Notification Solution

Background:

- Improve brand awareness & ability to react to the competitive pressure.
- Monitor news sources, trade publications, and blogosphere for brand information.

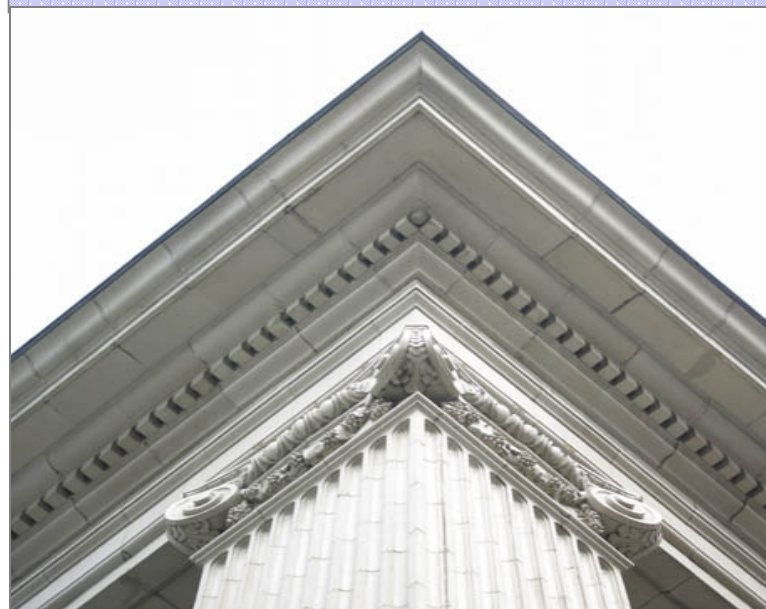
Challenge:

- Understand and react to competitive changes.
- Understand and react to brand issues in the blogosphere.

Benefits:

- Significantly increase brand awareness & competitive intelligence.
- Reduce exposure to negative sentiment.

Wells Fargo is one of the largest banks in the US with approximately \$500 billion in assets, that provides banking, insurance, investments, mortgage and consumer finance for more than 23 million customers through 6,200 branches.



Improving Downstream Customer Processes

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Business Event Notification Solution

Background:

- Six major customer data warehouse platforms across different business units
- Customer data integrity constant issue

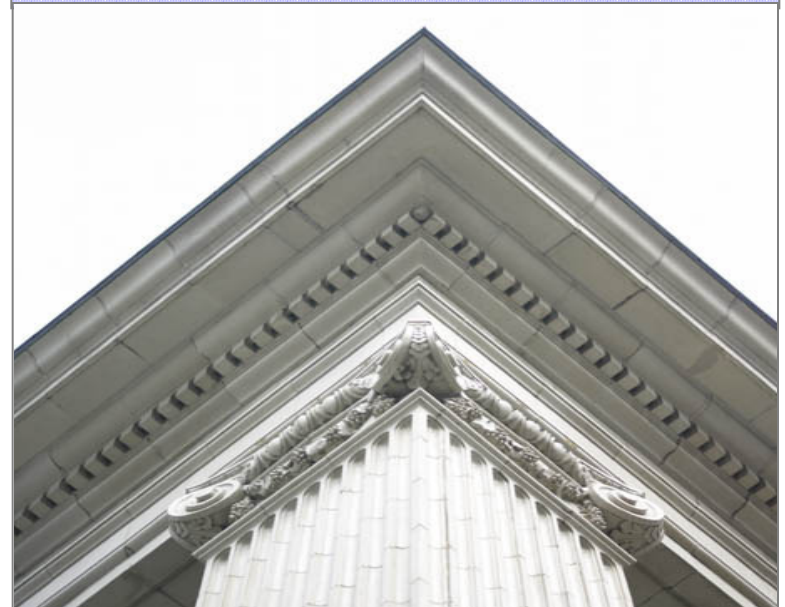
Challenge:

- Aligning metadata across all platforms
- Ensuring errors at data- or schema-level are identified and fixed immediately

Benefits:

- Drastic reduction in latency between error origination and resolution
- Significant increase in customer data integrity

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Thank You!

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Visit KnowNow in booth #40

- or -

Contact KnowNow at:

- ▶ (877) 561-KNOW (5669)
- ▶ salesinfo@knownow.com
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