



IndustriusCFO and MidSouth Bank Partner To Help Business Clients Enhance Financial Analysis Capabilities

PITTSBURGH, PA/, LAFAYETTE, LA, USA, September 13, 2016 /EINPresswire.com/ -- IndustriusCFO, a leader in financial analysis and industry-peer benchmarking servicing over 5,700 companies in North America is helping MidSouth Bank clients assess their financial health.

The logo for IndustriusCFO, with "INDUSTRIUS" in a bold, dark blue, sans-serif font and "CFO" in a bold, green, sans-serif font.

In the event of an unexpected downturn in the economy, would you be able to fund your company's growth? Do you even know how your company is performing among its peers? These are the questions IndustriusCFO is helping MidSouth Bank's clients answer. "IndustriusCFO is a game changer in the industry, and it enables us to continue to differentiate and enhance our most powerful business account package available, the Boost Checking package," said Troy Cloutier, President of MidSouth Bank.

With the partnership, MidSouth Bank clients are gaining access to IndustriusCFO's Business Performance Scorecard, a comprehensive tool that utilizes their database of more than one million mostly privately held companies from over 2,600 different industry groups to showcase where a company places amongst the Top 10%, 25%, Median, Bottom 25% & 10% of industry performers. "We have a young history, but IndustriusCFO lists us pretty well," said MidSouth customer Chef Sean Perrodin. "It's a good tool to have. We plan on franchising some aspects of our business soon, so having access to all these great new tools and data is critical for us."

About IndustriusCFO

IndustriusCFO is a leading provider of data services and business intelligence solutions. They help clients make better decisions based on the largest and most reliable financial benchmarking database of privately held companies.

It is the next generation of the financial intelligence application previously known as FINTEL. FINTEL, LLC was originally founded in 2000 in cooperation with the Ewing Marion Kauffman Foundation to bring the research, knowledge and prototype of the benchmarking application, developed by experts at the University of Wisconsin, to the business world.

For more information, please visit www.IndustriusCFO.com

About MidSouth Bank

MidSouth Bank is a Louisiana-based bank with over 50 locations across Louisiana and Texas. MidSouth provides banking for personal and business accounts. Their business offerings include checking/savings accounts, business loans, cash management services, and more. MidSouth Bank offers clients the best financial assistance and advice to help ensure growth and business success.

For more information, go to www.midsouthbank.com.

Sources:

<https://blog-midsouthbank.com/how-does-your-company-stack-up/>

https://www.midsouthbank.com/files/SELL_SHEET_MidSouth_IndustriousCFO.pdf

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