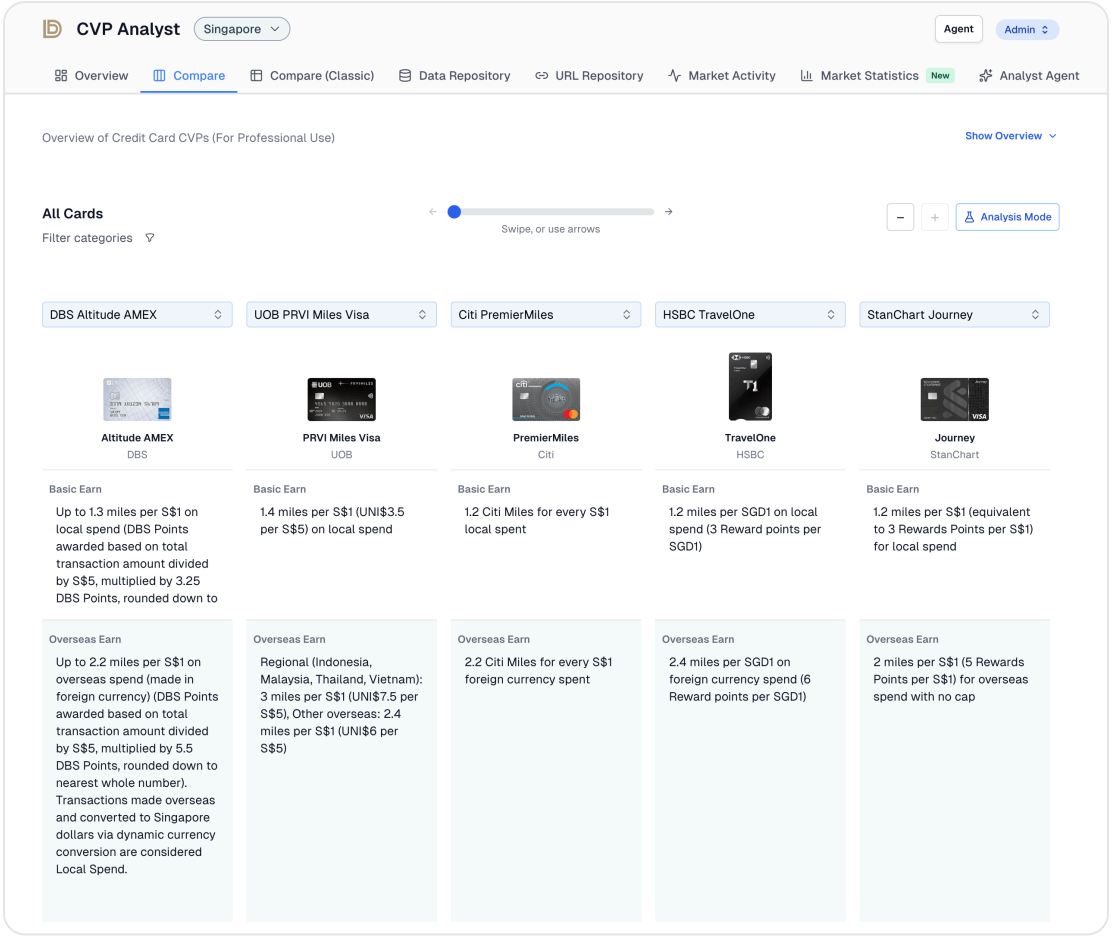
Card Value Proposition Analyst.

Agents monitor credit card benefits, track market changes and propose actions for product and usage managers.

Card Value Proposition is the combination of rewards, benefits, fees and conditions a card offers customers.

TRY IT LIVE

cvp.dsipay.com ↗



100+
competitor cards

30+
benefit categories

2 markets
Hong Kong & Singapore

Monitoring credit card benefits is complicated — even for professionals.

Today, card teams manually check these sources and enter the details into spreadsheets — records that are often already out of date when needed.

Product page

Rewards and fees
Travel and lifestyle benefits

Terms & conditions

Spending rules and caps
Eligibility and exclusions

Promotion page

Welcome offers
Qualifying dates and conditions

Reconcile the sources

One spreadsheet record — Earn rates | Spend caps | Annual fee | Exclusions | Travel benefits | Offers

When you have

Many categories

for each card

×

Hundreds of cards

across the market

×

Weekly or daily

changes to keep up with

Teams need this information to analyze the market – but manual tracking cannot keep pace.

AI tools can find a current answer. Professionals need to know what changed.

01 Today's page does not show what changed

AI can retrieve current benefits. To identify changes, it also needs the previous terms.

02 Professionals need exact terms and conditions

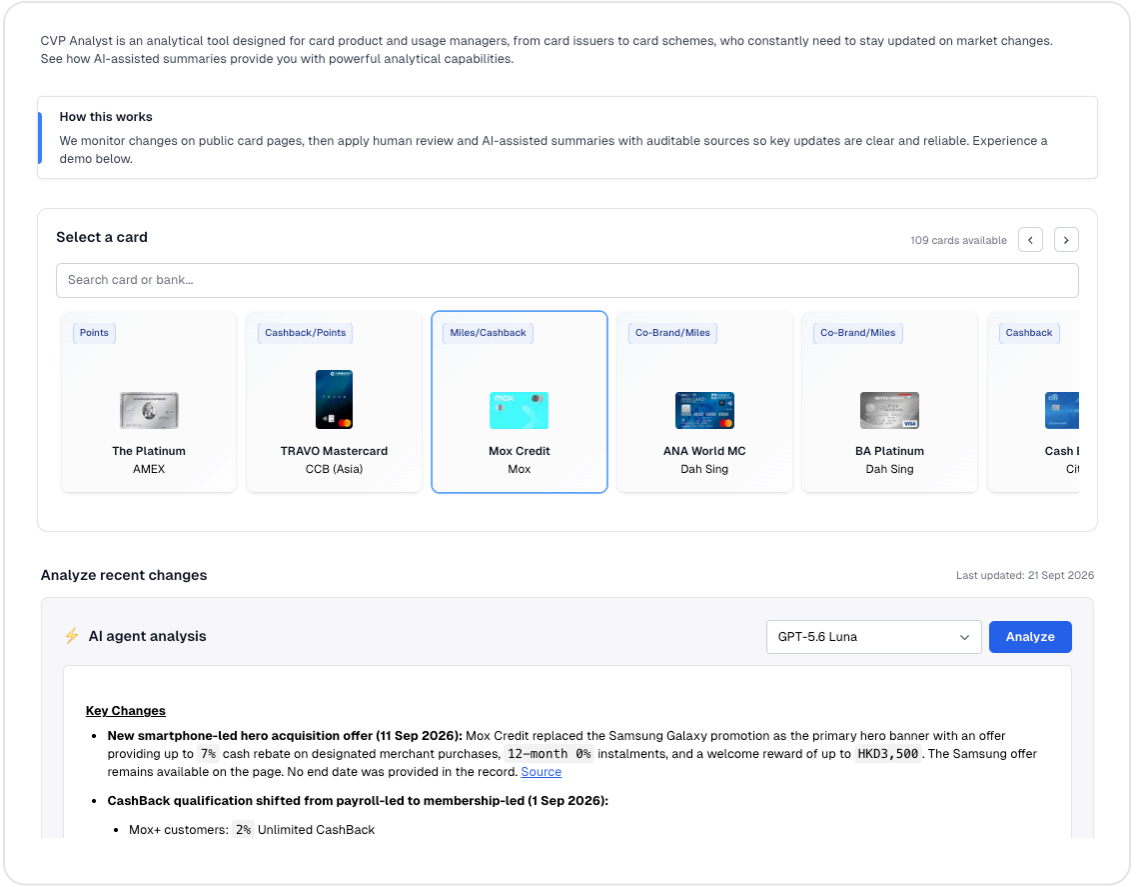
Does it apply to supplementary cardholders? Is spend required? What are the exclusions?

03 Aggregator sites are great for consumers, not professionals

They provide a useful overview, but not the full conditions, structured context or record of changes.

04 AI tools need a map of the market

Near-identical card names and overlapping documents need an ontology and structured records for context.



CVP Analyst advantage

Up-to-date market intelligence, agentic context on what is and what changed, and a 30+ category schema built for professional comparison.

Know what changed— and the terms behind it.

CVP Analyst links each market signal to the precise prior and revised terms behind it.

Singapore · UOB Visa Infinite · lounge access change

Before

Unlimited lounge visits

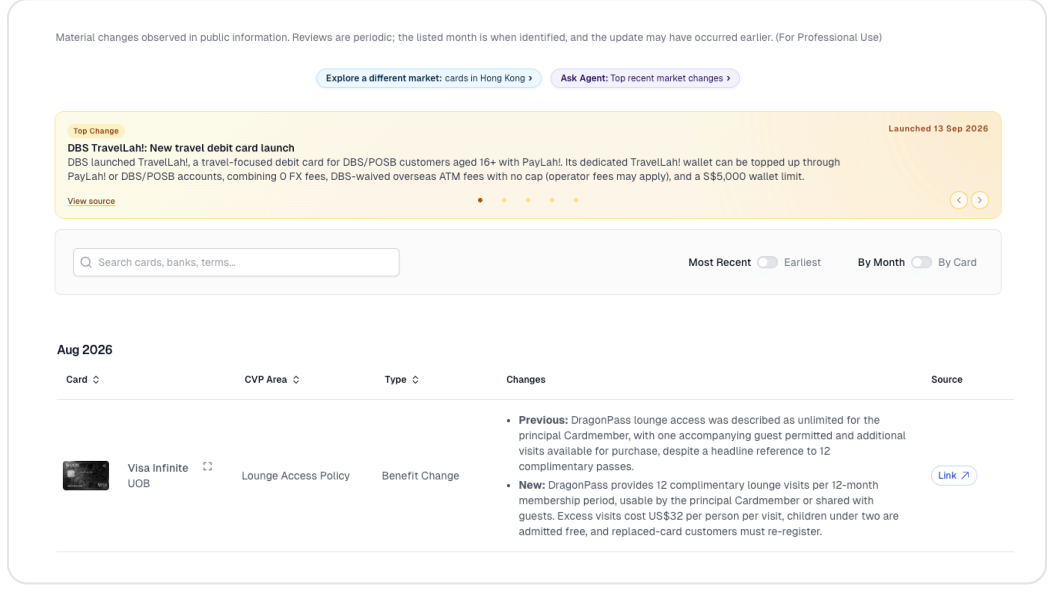
Cardmember and one guest

After

12 complimentary passes

Per 12-month membership period

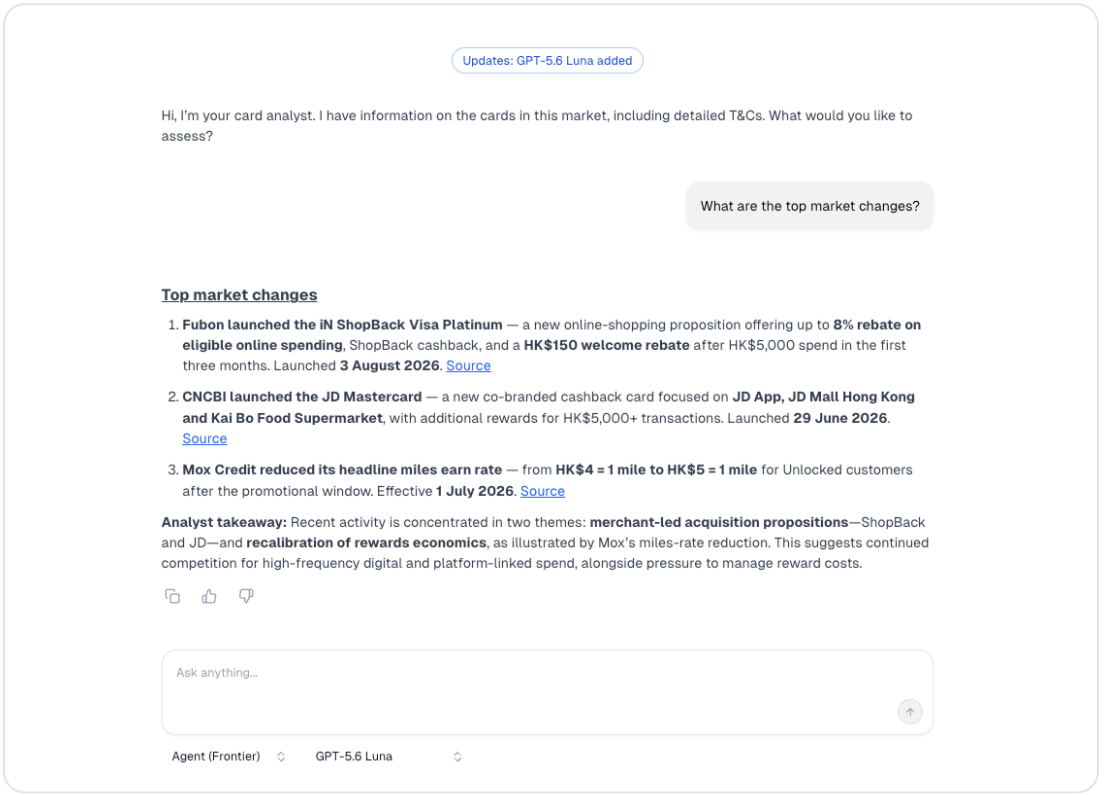
Card identity Benefit category Supporting source

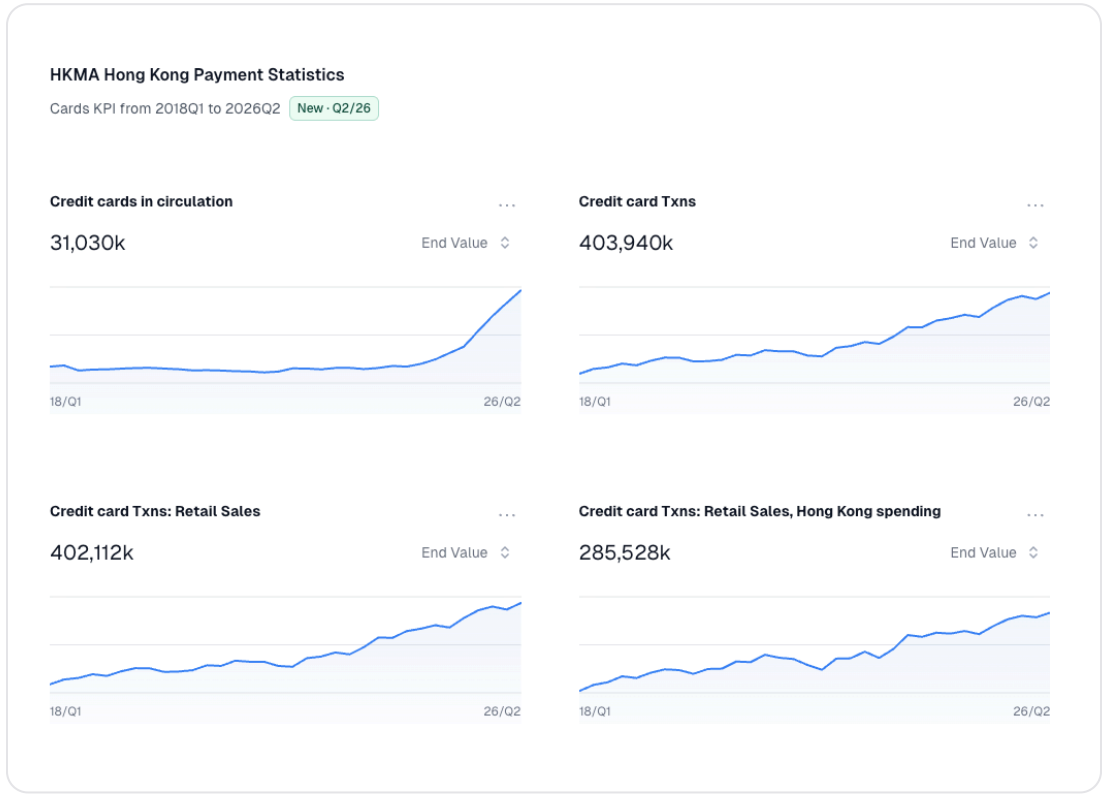


High-fidelity change intelligence shows card professionals where the market is moving.

Intelligence, not just tracking.

Continuously updated card propositions, a curated history of market changes, and local market statistics give your analysts the context to assess your cards—and inform what to do next.





Imagine an analyst with a full view of the market—telling you which changes warrant a response, and why.

*Public data from local regulators, including HKMA and MAS, is incorporated into the Analyst's knowledge base.

Compare the market.
Design your next proposition.

EXPLORE

Scan. Or focus.

Discover ideas across the market – or dive into your top competitors.

ASSESS

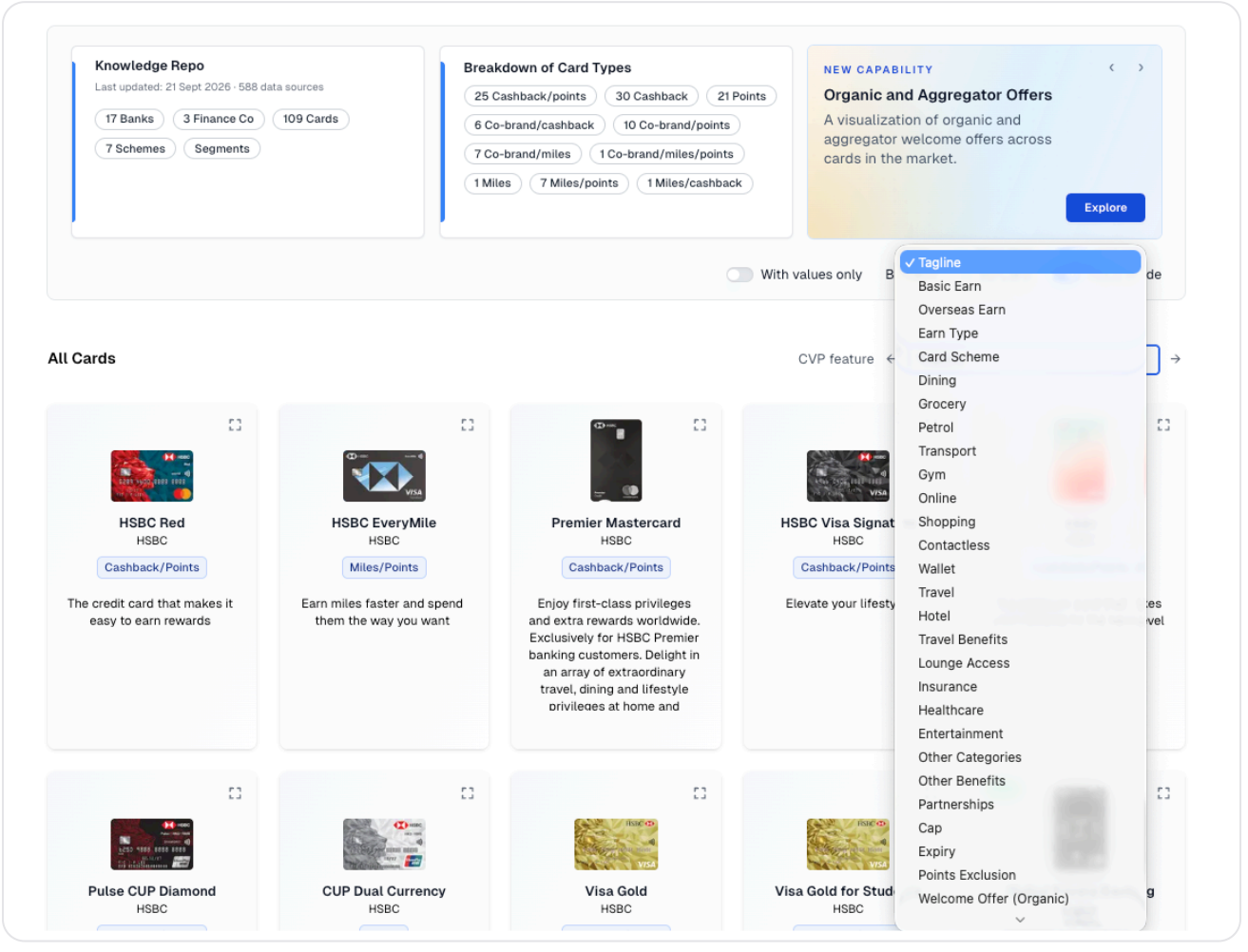
Assess competitiveness.

Use AI to compare propositions and examine strengths, gaps and trade-offs.

DESIGN

Explore your next CVP.

Bring those insights into Analysis Mode to inform your next card proposition.



CARD VALUE PROPOSITION ANALYST

Card market intelligence. CVP Analyst.

01 / MONITOR

Stay current.

Keep card propositions and offers in view as the market moves.

02 / UNDERSTAND

Know what changed.

See the history, precise terms and sources behind each change.

03 / COMPARE

Scan. Or focus.

Discover ideas across the market – or dive into your top competitors.

04 / DESIGN

Inform your next move.

Turn market intelligence into informed proposition decisions.

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Works with leading models from **OpenAI, DeepSeek, SpaceXAI** and more.