

# MIDWESTERN REGIONAL BANK USES NOMIS SOLUTIONS

## to Price with Confidence, Optimize Strategies, and Compete More Effectively



### COMPANY RESULTS

- ✓ 31x ROI
- ✓ 30% increase in ability to attract funding sources
- ✓ Substantial increase in operational visibility
- ✓ Significant improvement in overall governance

### AT-A-GLANCE

A Midwestern regional bank recently found itself with an interesting conundrum. The company found it difficult to stabilize margins on their long-term funding sources while growing their deposits portfolio, all of which would deliver more consistent profit results and fuel the lending side of the bank. The bank leaned on Nomis Solutions and the SaaS provider's software-driven and scientific approach.

### CHALLENGE:

#### Technical and Process Inefficiencies



One considerable hurdle for the bank was to overcome time-consuming and antiquated technologies, moving the bank from a largely manual pricing process to a more sophisticated approach.

They also wanted to source areas of price sensitivity in low-interest rate environments.

The company's forward-thinking project lead was highly focused on readying the bank for what he knew would be a much more competitive environment as rates continued to rise.

Streamlined processes and operational efficiency were critical components of his strategy for success.

### SOLUTION:

#### SaaS Implementation Generates Measurable Results



Over the course of the next 5 months, Nomis Solutions collaborated with the bank to implement Nomis' price optimization toolset for deposits. Nomis worked alongside the bank's team to identify and redefine models for all products within the deposit portfolio. By pinpointing areas of price sensitivity across the deposits portfolio, the bank was able to increase interest rates to retain its most sensitive consumers and simultaneously lower rates for their least sensitive consumers.

Upon successful implementation of Nomis' advanced technologies, the company experienced these quantitative results:

- ✓ A 31x return on investment, with little to no impact on balances.

- ✓ A 30% increase in the ability to attract funding sources while optimizing spread.
- ✓ A significant improvement in overall governance, via robust reporting and increased operational transparency.

#### SOLUTION:

### Refined Strategies Create Informed Decisions



With the new technology in place, the bank can now enjoy a wide array of new functionality, including frequent measures of all components that determine price sensitivity and consistent rebalance of product durations to emphasize long-term money at the best possible spread.

Further, internal teams can price with confidence using science-based decisions that are both data and software-driven, enabling the company to exceed financial goals, provide in-field staff with added confidence in the pricing function, and deliver more insights into processes and results for and senior leadership.

The bank now considers Nomis Solutions to be a critical component of its analytical horsepower, strategic approach, and overall success. Their team of pricing analysts, who used to be burdened with a substantial manual task list for every pricing meeting, can now leverage automated, software-based analyses to focus on creating better strategies and execution models. Gone are the days of manually analyzing customer trends.

The transition has moved the bank from conversations based on *“What does this trend mean?”* to a more educated and informed, *“What strategy should we adopt with this new insight?”*



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