

NOMIS PRICE MANAGER

Provide more timely, relevant, and agile rate management to customers and watch your organization evolve from better pricing to better relationships.

AT-A-GLANCE

Nomis Price Manager enables banks and lenders to rapidly implement customer centric pricing strategies that deliver the right price to the right customer at the right time – without the effort, complexity and risk of modifying existing banking systems.

ACCELERATE THE CUSTOMER-CENTERED JOURNEY

Nomis Price Manager is a cloud-based SaaS solution that allows banks to provide more timely, relevant, and agile rate management to customers who meet specific criteria set out by their financial institution. Nomis Price Manager differs from the traditional method of programming rates and offers by acting as a middleware layer that ingests critical data from the Core or other data sources, performs complex calculations against specific rules, then delivers the outcomes back to the Core system (or other systems) while maintaining detailed performance tracking and a complete audit trail of activities.

BENEFITS

Increase Strategic Flexibility



and respond to changing regulatory, competitive or customer dynamics faster.

Profitably Attract and Retain Customers



through targeted regional, relationship and conditional pricing and offers.

Reduce Operational Risk and Cost



by managing and executing pricing from a single, auditable source of truth across the bank, for all product lines.

Accelerate Speed-to-Market



by leveraging intuitive price setting workflows and robust API-based integration.

Uncover Insights, Evaluate Performance, and Refine Strategies



through a closed-loop, test & learn approach integrated with the rich analytics in the Nomis Platform.

Attract, retain and grow customer relationships through targeted pricing and offers

Pricing at a segment of one is challenging, especially given the limitations of legacy systems. Nomis Price Manager removes these limitations through the following capabilities:

- ✓ Price list transformations provide the self-service capability to rapidly transform and augment your base pricing grids with the necessary bin or tiering changes, new market, segment, or product introductions and offset calculations to respond to new market or customer demands.
- ✓ Overlay pricing rules provide the self-service capability to flexibly declare targeted risk-based, regional, relationship, or conditional (behavioral) pricing rules to execute pricing dynamically.
- ✓ Closed-loop test and learn analytics enables you to continuously capture, analyze and improve the performance of your pricing strategies leveraging the rich analytics in the broader Nomis Platform.

Simplify and speed up the rate change process

Legacy systems and reliance on internal technology teams can slow down the process of getting new rates to market. Nonis Price Manager simplifies and speeds up your time-to-market through:

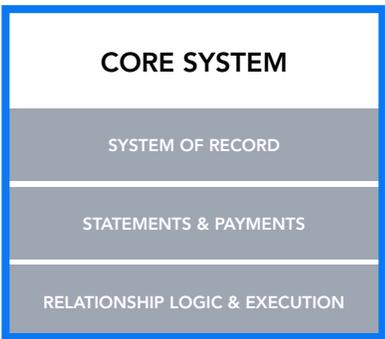
- ✓ Enterprise pricing catalog enables you to manage and execute pricing in a simple and efficient manner across your diverse systems from a single location, both within and across product lines.
- ✓ Timed pricing plans allow you to set up and manage current, future, and historic pricing schemes simultaneously – even as the pricing variables change over time.
- ✓ Purpose-fit workflows & reporting facilitate approval procedures, educate pricing committee decision-making, and support multiple pricing strategy changes a day – all in ways that reduce errors, integration risk, and processing time

WHY USE A SEPARATE LAYER?

- ✓ Offer dynamic personalized, rates, fees, and products
- ✓ Reduce or eliminate ongoing involvement from IT
- ✓ Launch omnichannel campaigns in minutes, not weeks

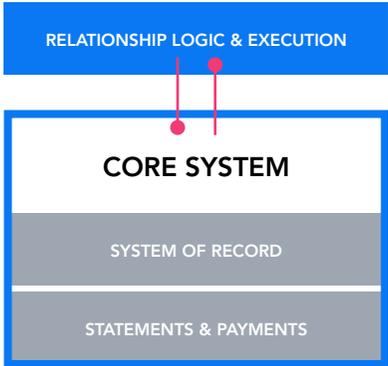
LEADING FINANCIAL INSTITUTIONS RATES & FEES DELIVERY STRUCTURE

BEST PRACTICE Move your rate logic and execution layer outside the core. Make it agile, cloud-based, and intelligent!



TYPICAL STRUCTURE

VS.



BEST PRACTICE STRUCTURE

THE NOMIS PLATFORM

Nomis Price Manager is part of the Nomis Pricing Platform™, which includes Nomis Price Optimizer and Nomis Deal Manager.

Nomis Price Optimizer uses big data analytics to help banks define optimal strategies to meet specified volume and profitability targets, while Nomis Deal Manager is used to present pricing and offers via the front line.

The Nomis Pricing Platform supports end-to-end visibility that links back office pricing decisions through to front-line customer engagement.

Reduce operational risk through audited pricing workflows and robust APIs

Keeping a detailed audit log of changes to pricing policy can be difficult, as can capturing and making sense of all the customer behavior data generated in today's ecosystems across all product lines.

- ✓ Audit logging & reporting enables you to track every change to price calculation artifacts – from a cell in a table to a number in a price adjustment rule – to provide a full audit history of who made what decisions and when.
- ✓ Versioned API execution & guided endpoint configurations allow users to maintain and evolve both highly scalable real-time (ex: POS/Origination/Digital) and batch (ex: Core Systems) integrations while maintaining the integrity of both the pricing and the underlying integrations.



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