

Deliver a personalized, relevant, in-the-moment banking experience

How do I solve pricing **holistically** across my organization, so I **consistently** get the right pricing to the customers I need to attract and more importantly **retain**?

Pricing is Complex, Get it Right

As customers expect more relevant, tailored, real-time offers, knowing how to think about the pricing problem is critical to your success. At Nomis, we get you closer to your customer by generating the outcomes you need from the vast amounts of available, underutilized, customer data. Our expertise at identifying your customers' price response behaviors will ensure you are truly optimizing in a repeatable manner. But that's only the first step.

Solve the Pricing Problem from Start to Finish with the Nomis Platform

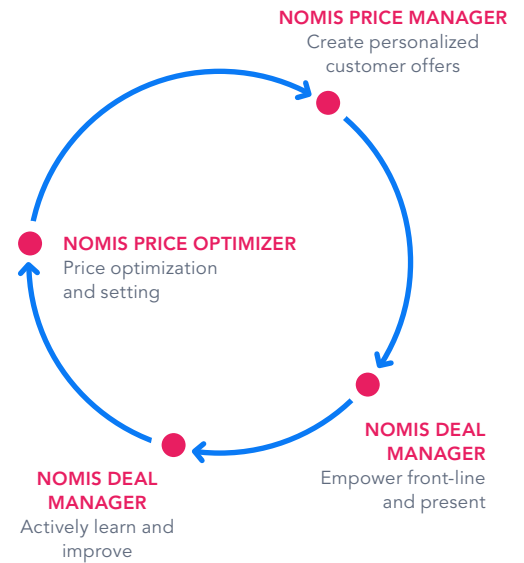
Your pricing strategy is not just about price setting and optimization. The goal is to have the ability to create tailored experiences for the customers you want that will establish enduring, mutually beneficial relationships. Having seamless, end-to-end pricing capabilities will:

- Determine the right price for the right customer
- Centralize that pricing data for further personalization
- Deliver the intel for front-line presentment
- Capture customer responses for feedback

How it Works

A critical component of customer-centric pricing is having the necessary pricing infrastructure that enables a holistic view of a customer's needs in real time. This requires a purpose-built technology platform that addresses pricing end-to-end, across the entire customer journey through all products and channels.

- **nSights** offers competitive edge gains with real-time business intelligence to understand competitor pricing and rate sensitivity down to the zip code in order to confidently know when and where to take advantage of market differentials.
- **Nomis Price Optimizer** answers the most critical question of portfolio pricing: what is the optimal price for my product given my strategic goals and constraints?
- **Nomis Price Manager** is designed to facilitate the journey to customer-level pricing by enabling the capture and execution of detailed, customer-level pricing strategies that provide tailored pricing at the time of transaction.
- **Nomis Deal Manager** is a configurable, sales guidance and enablement solution that increases customer-centricity in all channels.



Why having an integrated platform matters?

Built-in interconnectivity creates a seamless flow of data from back office to front that includes a feedback loop that drives greater insight and delivers ongoing synergy and value. Integrated platform capabilities will support, feed, and improve each other while maintaining flexibility and agility for the business, enabling true customer-centricity from start to finish.



Guaranteed Outcomes

Meet your growth and profit objectives



Elevated Customer Experience

Attract and retain customers with a tailored offer at every touchpoint



Empowered Employees

Enable your team with insights, improved pricing and flexibility

Nomis is a fast-growing FinTech focused on ensuring on-going value creation for the world's smartest financial institutions through optimized, end-to-end, customer-centric pricing capabilities. Institutions of all sizes leverage Nomis' unparalleled domain expertise and their market-leading Nomis Platform™

to operationalize cutting-edge Big Data and AI to understand and anticipate customer demands, competitor actions, and market dynamics. Nomis has a proven track record of increasing customer and stockholder value, returning nearly \$800 million to its partner banks every year.

14k+
bankers

10
of the top 20 North
American banks

\$2.5 trillion+
in assets and
liabilities

\$1 billion+
in cumulative
profits generated

a pricing
decision every
40ms

Learn more at

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