

# Nomis Price Manager

*Begin with better pricing. Evolve to better relationships.*

Nomis Price Manager (nPM) 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

nPM 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. nPM 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.

## 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:

### Benefits

- ✓ Increase your strategic flexibility and respond to changing regulatory, competitive or customer dynamics faster.
- ✓ Reduce operational risk and cost by managing and executing pricing from a single, auditable source of truth across the bank, for all product lines.
- ✓ Profitably attract and retain customers through targeted regional, relationship and conditional pricing and offers.
- ✓ Accelerate speed-to-market by leveraging intuitive pricesetting 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.

- Price list transformations provide the self-service capability to rapidly transform and augment your base pricing grids with 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 & 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

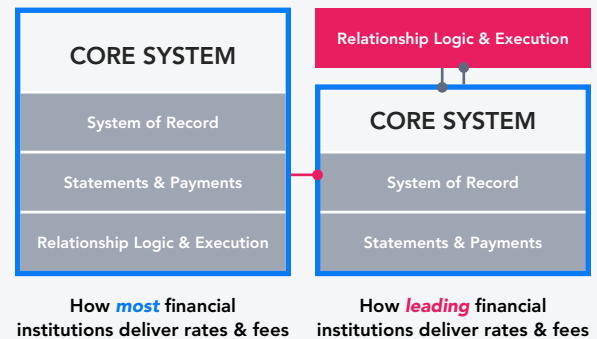
Legacy systems and reliance on internal technology teams can slow down the process of getting new rates to market. NPM simplifies and speeds up your time-to-market through:

- 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 setup 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?

**Best practice is to move your rate logic and execution layer outside the core.**  
**Make it agile, cloud-based, and intelligent!**

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



## 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.

## 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.

[Learn more about nPM](#)



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## About Nomis

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.

