



# miRevenue and miBilling

Centralize and streamline your operational billing landscape

## A holistic approach to the interplay between pricing and billing

From Zafin's perspective, pricing and billing are two distinct pieces within the overall framework of Product and Pricing Lifecycle Management. The use of pricing rules, defined by unique attributes, help define distinct pricing policies. Without a governed pricing policy, achieving economies of scale is very difficult, if not impossible.

Conversely, billing is farther downstream and is dependent on how and why a bank crafts its pricing policies. If billing and fees are the "plumbing" of the PPLM process, effective pricing policies can help complete the picture.

When banks impose a governance structure around pricing and billing, the natural byproduct is a positive client experience with respect to transparent billing/invoicing. As a result, transparent billing serves as both a marketing communications vehicle and a calculation engine, illustrating the design of the pricing policy.

As the final step in miRevenue's Product and Pricing Lifecycle Management, **miBilling** provides banks with the ability to customize and automate client invoicing and billing. With **miBilling**'s flexibility on billing cycles, presentment and other options by product, client and segment, you can set your invoice cycles to suit the situation.

As a completely flexible and configurable product that supports service-oriented architecture (SOA), **miBilling** allows a bank to streamline its billing processes into one centralized platform. The module uses posting logic based on multiple configurable parameters, ensuring that revenue and fee leakage is detected and controlled. With the ability to automate and separate billing and collection entities, banks can enhance ROI by simply delivering the right bill at the right time. **miBilling** can operate in a batch, online or on-demand mode.

## miBilling: Key features and benefits



Flexible, configurable billing models for individuals, corporations and groups



Supports complex client hierarchies and billing/invoicing requirements



Full Straight Through Processing (STP) with no manual intervention



Consolidated invoices with multiple options to meet unique client needs



Monitoring of collections and reconciliation with aging analysis

## Product and Pricing Lifecycle Management: Key benefits

- ◆ Greater transparency
- ◆ Greater flexibility
- ◆ Lower costs
- ◆ More profitable products
- ◆ Improved speed-to-market
- ◆ Increase wallet share
- ◆ Stronger client relationships
- ◆ Rapid implementation
- ◆ Zero impact on core systems

## miRevenue is complete Product and Pricing Lifecycle Management

- ◆ 30 implementations in Retail, Corporate and Wealth Management across more than 40 countries
- ◆ 100% of projects delivered on time and on budget
- ◆ 100% customer endorsement rate
- ◆ 100% project payback in under 12 months is typical

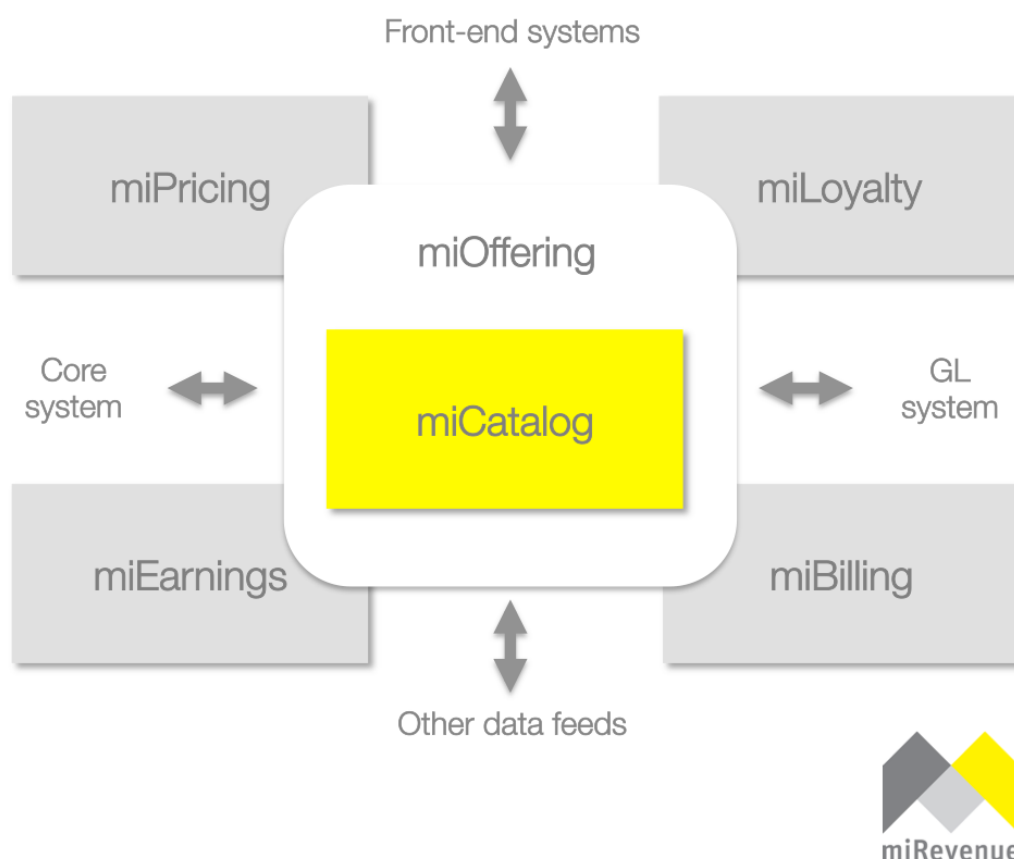
## miRevenue: Six steps to complete Product and Pricing Lifecycle Management

Banks must return to the basics by taking a holistic approach to the client relationship and simplifying the client experience. The question is this: how do banks take a holistic approach to the client relationship, while dealing with a combination of legacy systems, siloed infrastructure and products that are more complex than ever?

Out of this complexity emerges the solution: Product and Pricing Lifecycle Management. Simply put, Product and Pricing Lifecycle Management (PPLM) refers to the complete “start-to-finish” view of the way banks bring products to market quickly and easily with a focus on revenue enhancement.

In practice, PPLM is all about transparency, shedding light on an otherwise opaque process – the entire product and pricing lifecycle. At Zafin, we look at PPLM as a continuous journey, streamlining bank processes from price quotes and contract management to onboarding, implementation and billing.

With PPLM, banks finally have an enterprise-wide strategic framework they can use to narrow in on the underlying driver of revenue enhancement: happy, profitable customers. PPLM is really about harnessing the power within a bank’s data and making it usable, reportable and beneficial. To this end, PPLM represents a tangible opportunity for a bank to create a competitive advantage for itself.



*miRevenue is comprised of six flexible modules, each of which can be deployed independently or work in concert with others. Collectively, think of miRevenue’s modules as a holistic product management control panel, integrating seamlessly with core systems and other data feeds to support complete Product and Pricing Lifecycle Management.*