



# miRevenue and miCatalog

Centralize your product management with a single point of truth

## Modeling Workbench

**miCatalog's** Modeling Workbench lays the groundwork for product and pricing innovation. Technical administrators model the structure of disparate product systems, translate the information into one common language and configure product/bundle templates and eligibility rules. Once these models and templates are configured, they are exported to Catalog Designer.

## Catalog Designer

Based on the pre-configured templates, Catalog Designer's flexible, easy-to-use interface allows Product Managers and Relationship Managers to assemble customized products, bundles and rules to suit particular client needs. All products are subject to an approval workflow and clients receive only the products and bundles for which they are eligible.

As the first step and the foundation of Product and Pricing Lifecycle Management, miRevenue's **miCatalog** acts a central product repository – a “single point of truth” for features, standard pricing and exception pricing – to support a more holistic, needs-based sales paradigm.

**miCatalog** connects to all source platforms across the organization, allowing business users to manage products and pricing through a single application. Product Managers can create products, define suitability rules and eligibility criteria and assemble product bundles quickly and easily. As a result, banks can create customized offerings tailored to specific client requirements for an improved client experience.

Integrating disparate product systems can pose a challenge, but **miCatalog's** flexible, easy-to-use interfaces make configuring product bundles simple.

## miCatalog: Key features and benefits



Generate new revenue from product innovation and bundling



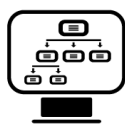
Enhance loyalty by delivering targeted offerings to meet specific client needs



Business users create product bundles – minimal IT interaction required



Significant cost savings by rationalizing activity in multiple product systems



A single source of truth for all product information ensures a consistent multi-channel experience



Consistent product information, with full visibility of all fees and rates



Streamline onboarding by presenting suitable products to eligible clients



A comprehensive log of all modifications available for audit purposes and regulatory reporting

## 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

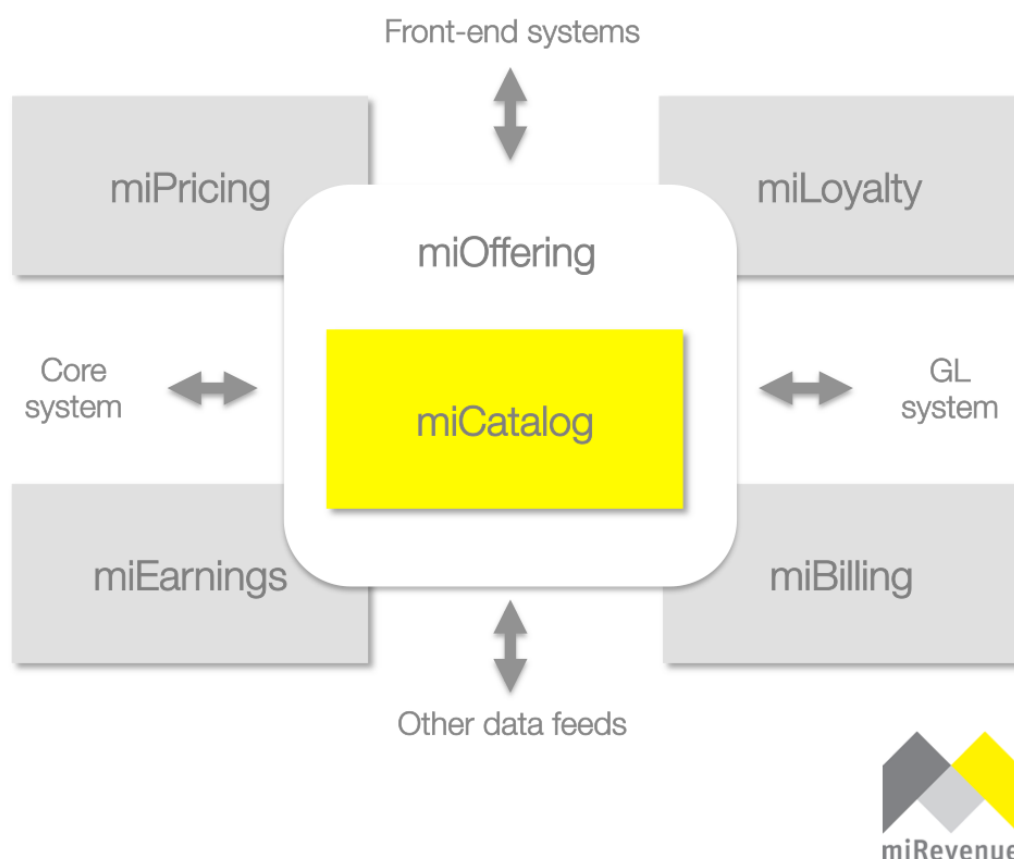
## miRevenue: Six steps to complete Product and Pricing Lifecycle Management

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.*