



miRevenue and miEarnings

Unlock the power of proactive analytics with pricing simulation and reporting

Why miEarnings?

This powerful tool allows a bank to monitor and manage revenue growth across various products, services, and lines of business. The module can identify and report on revenue leakage through price variance monitoring across multiple levels (product, package, segment, and branch, for example).

Through an investigative variance tracking system, a manager can discover the 'how' and 'why' of revenue leakage, whether due to discretionary pricing, promotions, errors or faulty logic.

miEarnings delivers “what if?” simulation and reporting capabilities. Product Managers can proactively test the impact of new product pricing strategies on segment revenues, costs and profitability prior to launch.

Based on this analysis, the Product Manager can then use **miEarnings** to create multiple price models to compare potential outcomes, test package and bundling scenarios, as well as run historical or synthetic analyses based on past transactions. These scenarios are run in an offline environment and stored for future use – changes can then be made seamlessly without IT intervention.

miEarnings: Key features and benefits



Create “what if” analyses to determine revenue, costs and profitability impacts of possible new product pricing strategies, including changes to existing pricing or new products



Run multiple simulations and compare results across multiple parameters – by Relationship Manager, channel, product, package, branch, or geography



Select source data most specific to the objective of the simulation



Perform simulations offline without affecting live environments and store past simulations for future comparison purposes



Promote changes live seamlessly based on “maker/checker” permissions



Identify and report revenue leakage across the organization

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

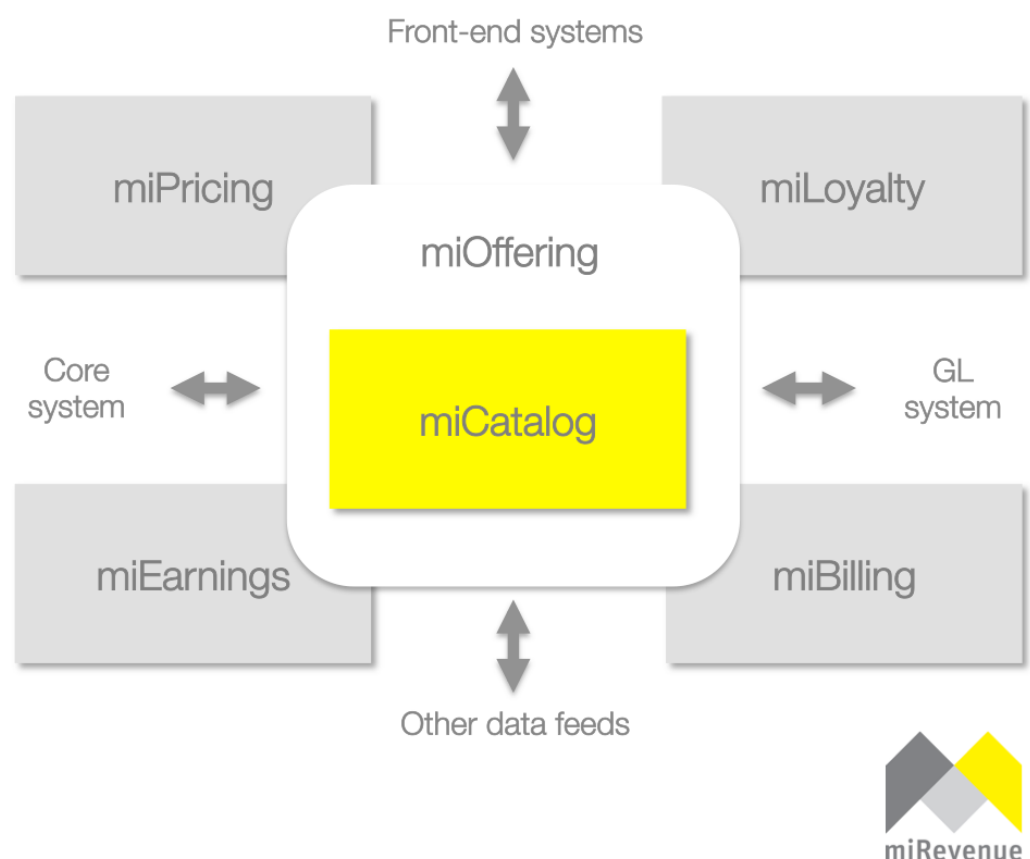
miRevenue: Six steps to complete Product and Pricing Lifecycle Management

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.



For more information on how miRevenue and miEarnings can help deliver complete Product and Pricing Lifecycle Management, please visit www.zafin.com or contact us at info@zafin.com.