



miRevenue and miOffering

Redefine your offer management for a better client experience

The value of miOffering

Product Managers publish standard price lists to sales teams, providing effective guidance on organization-level pricing strategy and empowering front-line staff to make decisions within defined limits.

Relationship Managers then highlight existing pricing and discounts, comparing offers at various price points and individualizing standard pricing for each offer on a per-client basis.

miOffering streamlines offer management by providing the ability to create new pricing proposals and offers for clients. Relationship Managers can simulate pricing models and analyze the profitability of new offers prior to extending them to clients.

Seamlessly connecting with existing workflow and incentive tracking systems, **miOffering** provides a structured way of managing offers for both existing clients and new prospects, including configuration of complex client hierarchies.

miOffering: Key features and benefits



Generate accurate, profitable offers with proposed pricing and products



Increase wallet share with effective cross-sell/upsell opportunities



Improve client satisfaction with needs-based sales



Eliminate price input errors with streamlined processes



Simulate and compare offer profitability at standard and exception pricing



Review offers and contracts with the client on a tablet or other mobile device



Create approval workflows and notifications to suit your business needs



Implement profitability and revenue controls for discounts and price changes



Drive revenue and set targets with a pipeline management dashboard – trigger alerts on cross-sell opportunities, expiring contracts and best offers



Optimize offer profitability with comprehensive analytics and trend analysis by customer, prospect, product, geography, period, industry and segment

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

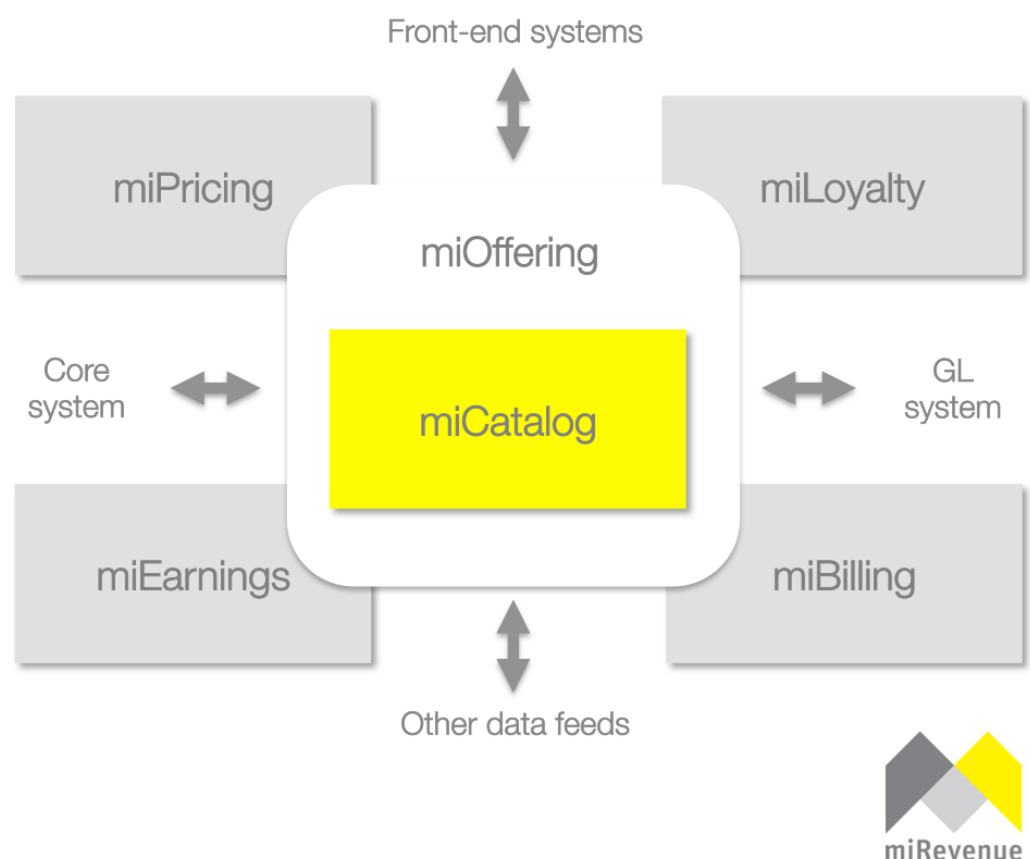
miRevenue: Six steps to complete Product and Pricing Lifecycle Management

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 **miOffering** can help deliver complete Product and Pricing Lifecycle Management, please visit www.zafin.com or contact us at info@zafin.com.