



Thought Machine and Zafin:

empowering banks to personalise products and generate revenue faster



Financial institutions of all sizes are plagued by the complexity, level of effort, and time required to consistently manage pricing, offers, and profitability across a vast range of products.

Legacy core systems are too inflexible and are unable to process and deliver data in real-time – constraining a bank's ability to truly innovate. Challenger banks offer compelling experiences and products that highlight their nuanced understanding of the customer. To remain competitive, banks must act now, or risk being surpassed by more nimble fintech competitors.

Vault Core, Thought Machine's cloud-native core banking platform, and Zafin's Product and Pricing Lifecycle Management Platform (PPLM) are next generation technologies transforming the traditional banking industry's ability to offer innovative products. These platforms enable banks to respond to evolving customer and regulatory demands, while achieving operational and cost efficiencies. The joint offering unlocks flexibility for banks to design new products for their customers, market these products at the exact right moment, and exceed customer expectations.

The open architecture design of Vault Core makes it possible to run a full portfolio of banking products across retail and commercial lines of business. Vault Core's capabilities are amplified by Zafin's Product and Pricing Lifecycle Management Platform, which provides a seamless path to modernisation by offering next generation core banking functionality, combined with relationship-based pricing to banks. This allows them to deliver hyper-personalised offers, products, and services to customers.

Create Personalized Offers for Customers

The combined Thought Machine and Zafin solution provides banks with the ability to create personalised products using an automated, rules-based approach to manage pricing and product promotion for an individual customer or customer segment. For example, bank product managers can price products based upon configurable attributes such as income, balances, number of banking products held, or geographic location. By linking financial products together to form new product packages, financial institutions can create exciting new bundles that deliver on their customers' expectations and create new revenue streams.

Insights into Product Profitability

Thought Machine's and Zafin's combined offering is not only beneficial to the customer, but also to the financial institution as it helps ensure profitability. Bank managers can track the performance of banking products with improved analytics. On demand, event-driven data from Vault Core powers insights including the rate of product adoption, revenue generated by product, and customer acquisition costs, and more. Bank teams can understand if customers are buying targeted offers and if necessary, take immediate action if a launched product is not delivering its originally anticipated value. Having event driven data is a critical success factor for a modern bank that is competing against agile fintech competitors.

Financial institutions can streamline bank and product operations by defining product sets, managing pricing and fee rules with greater transparency, and identifying workflows to support the launch of new products – all inside Zafin.

Modernise your bank with a cloud-native core platform that delivers:

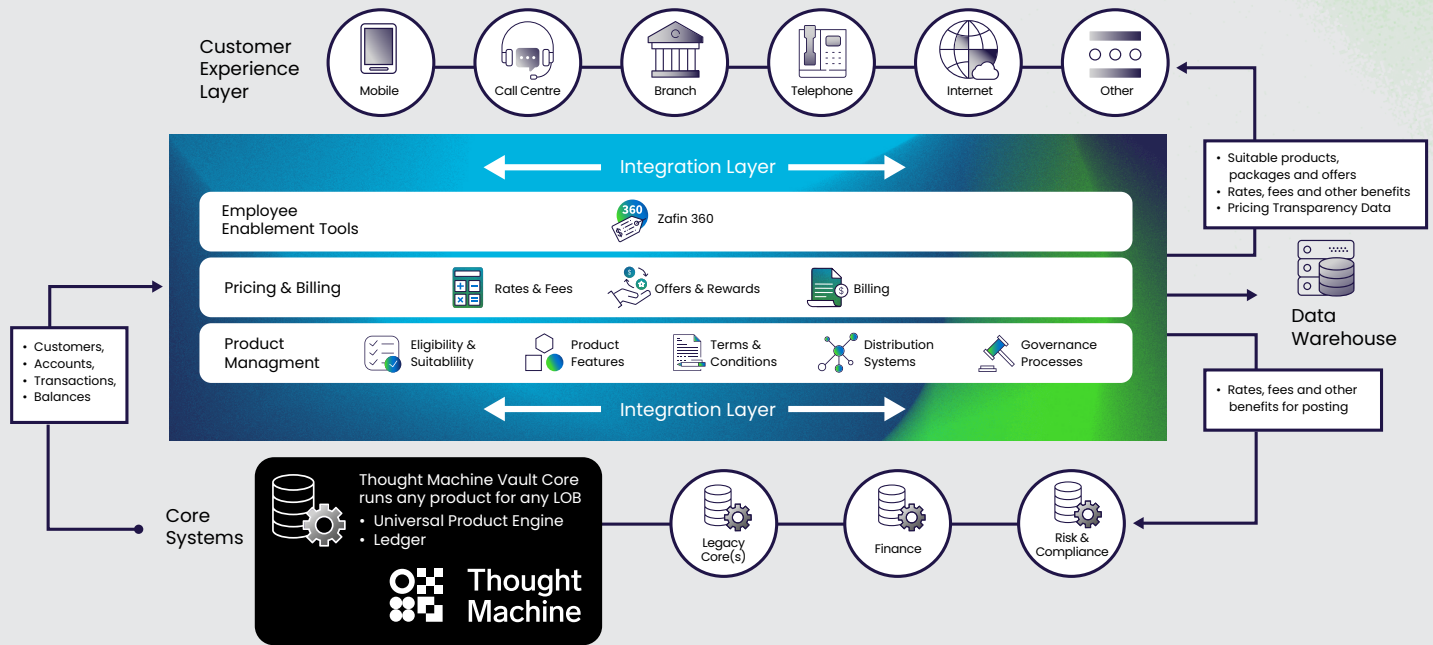
- Lower operating costs via a cloud-native offering
- Accelerated time-to-market of products and product bundles that generate new revenues
- Hyper-personalised offers that keep customers happy and loyal
- Insights into product performance to ensure profitability

Together Thought Machine and Zafin have created an out-of-the-box core banking solution to future-proof a bank's business operations, as well as support business and IT modernisation. Be the first to market and design tailored products with the ability to drive new revenues and plug revenue leakage through an integrated end-to-end solution.

Banks can generate more revenue by creating new products and promoting the right offer, at the right time, to the right customer – all while retaining a full view into product profitability.

How Zafin and Thought Machine Fit into Your Ecosystem

Zafin and Thought Machine are key to any core modernization journey. They power product and pricing lifecycle management across a coexistence of Vault Core to launch innovative products alongside a bank's existing core(s).



To learn more about Zafin contact inquiries@zafin.com. For more information about Thought Machine get in touch via: partnerships@thoughtmachine.net

About Zafin

Founded in 2002, Zafin offers a SaaS product and pricing platform that simplifies core modernization for top banks worldwide. Our platform enables business users to work collaboratively to design and manage pricing, products, and packages, while technologists streamline core banking systems.

With Zafin, banks accelerate time to market for new products and offers while lowering the cost of change and achieving tangible business and risk outcomes. The Zafin platform increases business agility while enabling personalized pricing and dynamic responses to evolving customer and market needs.

Zafin is headquartered in Vancouver, Canada, with offices and customers around the globe including ING, CIBC, HSBC, Wells Fargo, PNC, and ANZ.

About Thought Machine

Thought Machine has developed the foundations of modern banking with its cloud-native core banking and payments technology. Its cloud-native core banking engine, Vault Core, is trusted by leading banks and financial institutions around the world. The Vault platform has been written from scratch as an entirely cloud-native system and gives banks full control to build any product required to flourish in a rapidly changing world.

zafin.com
inquiries@zafin.com



© 2023 Zafin Inc.