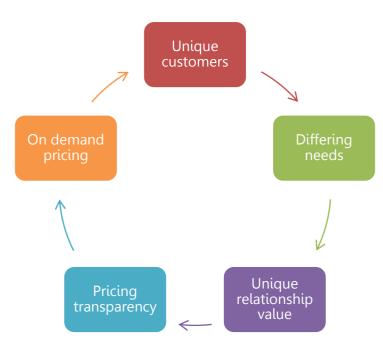
Relationship Pricing for Banking



Each customer is unique. So why do we treat each one the same?

The short answer is that it is practical to do so. Of course, segmentation according to banking needs, customer behaviour, and targeting competitor offerings allow banks to use some price discrimination, but compared to airlines, where each and every seat may have been priced separately, banks have a long way to go yet.

Zafin Labs has created banking solutions that allow banks this degree of pricing flexibility. The solution is called miPricing.

miPricing – the Key to Relationship Based Pricing

Zafin Labs' miPricing module is a comprehensive, rules-based pricing engine. Its simple architecture belies its flexibility as a full service pricing tool; the active product catalogue, which consists of granular, user-defined data in the form of policies, products and packages, means that miPricing can receive any input while producing output that enables true relationship-based pricing models including RAROC.

miPricing is one of four modules in the miRevenue Solutions Suite. miPricing can stand alone or be deployed in concert with the other modules, which include miBilling, miEarnings, and miLoyalty. Collectively, the entire solution suite allows banks to price dynamically, consolidate billing, manage revenue, and create loyalty applications.





The Features and Benefits of Relationship Based Pricing

The features of miPricing allow banks to:

- Create reliable pricing models including product vs. package, individual vs. group, differential vs. relationship-based;
- Support multiple calculation algorithms such as flat, unit, and tier-based, including minimum, maximum and deviation thresholds;
- Integrate regionalization including support for multiple currencies and countries, differential tax treatment, price apportionments, and aggregated computations;
- Operate relationship pricing across lines of business as a shared service in batch, continuous or ondemand modes;
- Perform calculations based on any combination of static or dynamic attributes or inputs, including geography, segment, age, credit rating – it is limited only by what data can be supplied.

Ad Hoc/Pre-indicative Pricing

miPricing can perform ad hoc and on-demand indicative pricing for sales and relationship managers, based on various pricing policies as set out by the user in the active product catalogue. This capability can be made available both in an offline / online mode. The capability can be extended as a 'Quote Price' service, allowing sales and relationship managers to vary the inputs and see the impact through simple "what-if" scenarios.

Portfolio Review

miPricing can perform calculations on customer portfolios as a part of the annual review process, and publish calculated information to both upstream and downstream systems. Further, miPricing interfaces with existing frameworks to support interactions through customizable user interfaces, including MIS interfaces for publishing information to MIS systems, and reference data interfaces for receiving and publishing information from the calculation processes.

"miRevenue gives us a competitive edge by allowing the bank to launch new and innovative products and relationship pricing with minimal time to market."

~ Mr. G.V. Gopalkrishnan, SVP IT, HDFC Bank





For more information on how Zafin Labs can help you with Dynamic Pricing Solutions, please visit: www.zafinlabs.com

> Or contact us at: info@zafinlabs.com