

## ***inside ARM***

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### **Nomis Solutions Releases Suite Offering Banks More Targeted Customer-Centric Pricing**

[Nomis Solutions](#), a leader in Profit-based Pricing for banking and finance, announced today the immediate availability of Nomis Price Optimizer<sup>™</sup> Suite 3.2.

Built in response to customers' evolving needs, the new release enables three main benefits. First, it provides a visual understanding of the various peak performance objectives that are achievable across the entire portfolio or within one product category. Second, it provides a better understanding of and the ability to report on the impact of prices on customers, product and product performance. Third, it helps banks and finance companies take a more customer-centric approach to pricing.

Nomis Price Optimizer 3.2 gives banks and finance companies a competitive advantage and empowers them to be more strategic and effective pricing organizations. The Nomis Price Optimizer has been successfully implemented by 10 banks and finance companies and is generating significant financial improvements.

In one example of results a bank achieved with Nomis Price Optimizer a 15% increase in profits and a 13% increase in volume. A finance company realized a 22% increase in volume and 4% increase in profits. These improvements are a result of using existing segments to optimize prices.

In conjunction with the release of Nomis Price Optimizer 3.2, Nomis Solutions is announcing the availability of a hosted offering that saves banks and finance companies time and money. Along with access to the Nomis Price Optimizer solution, customers gain the dedication and expertise of Nomis Solutions' team who manage the hosting, configuration, maintenance and administration of the solution.