



InsideARM
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HBOS Strengthens Personal Loans Pricing with Nomis Solutions

[Nomis Solutions](#), the leader in pricing optimization for banking and finance, announced today that HBOS has renewed its license of the Nomis Price Optimizer™. The hosted solution, used by HBOS' pricing managers to optimize the prices of consumer loan originations, provides an agile pricing framework that precisely prices loans for specific segments to achieve business objectives, financial performance goals, and portfolio mix targets.

HBOS, a major European bank, was the first bank in the world to use Nomis Solutions' pricing optimization solution. Now in its fourth year at HBOS, the Nomis Price Optimizer has been a valuable component of HBOS' pricing strategy and process.

“Since working with Nomis Solutions our pricing team has achieved both strategic and operational benefits. We continue to gain insights about our customers and our product performance, which we've used to advance our pricing practices and process,” said Alex Park, senior manager, Pricing, Unsecured Personal Loans at HBOS.

By gaining insight into the impact of price on product performance, HBOS has adopted a more sophisticated approach to pricing that includes more refined segmentation. This allows HBOS' pricing managers to tailor pricing strategies for specific segments. Additionally, the Nomis Price Optimizer supplemented HBOS pricing processes with a more disciplined, consistent, and efficient pricing process that provides transparency and supports regulatory requirements.

“As one of Nomis Solutions' first customers, HBOS has been instrumental in helping us advance our solution and our delivery process,” said Ian Pollard, head of sales for Nomis Solutions Europe. “HBOS has benefited from being an early adopter of pricing optimization. We are pleased that HBOS continues to generate value from the solution and our relationship.”

About Nomis Solutions

Nomis Solutions is the recognized leader in Profit-based Pricing for banking and finance. Powered by pricing optimization, Profit-based Pricing is an advanced approach to pricing that provides the insights, automation and capabilities necessary to use pricing as a strategic lever to achieve performance objectives and implement price changes more dynamically and frequently. The award-winning Nomis Price Optimizer™ Suite including Nomis SmartRanges™ and the Nomis Offer Optimizer™ is a set of business solutions that combines pricing analytics, optimization, and execution into a comprehensive pricing strategy and process.

The suite includes specific solutions for auto finance, home equity lending, personal lending, mortgage, and deposits. Each solution delivers quick time-to-benefit, increases profits and market share by 10-20%, and provides valuable insights about how customer preferences impact product and portfolio performance through a consistent, repeatable and efficient pricing process that supports compliance. Select customers include Abbey, AmeriCredit, Chrysler Financial, GE Money, HBOS plc, Royal Bank of Canada, and Washington Mutual Bank. Headquartered in San Bruno, CA, Nomis Solutions also has offices in London, United Kingdom. Visit www.nomissolutions.com.