

A motion-blurred photograph of a city street at dusk or dawn, viewed from a driver's perspective. The buildings and cars are streaked, conveying a sense of high speed. The sky is a mix of orange and blue.

 **earnix** | Banking

Faster & smarter analytical pricing

Powered by the Earnix
Enterprise Velocity Engine

Earnix Price-It

We call it **eXpower™**

It is the engine that powers banks to achieve increasingly faster, smarter, and safer pricing, while optimizing customer value along with enterprise growth and profitability objectives.

At the heart of every Earnix solution, the Enterprise Velocity Engine empowers banks to reach Smarter Business Velocity.

- Smart, analytics-driven pricing, using proven statistical methods and the latest AI and machine learning techniques.
- Simulate and select the pricing strategy that best meets customers' needs.
- Continuously monitor the performance of pricing strategies against business objectives.
- Automate pricing updates based on real-time market feedback and customer behavior.

Smarter, data-powered prices



Enterprise-wide transformation

Reach business value within a few short months with fast iterative deployment. Start with one line of business or geography and let Earnix gradually transform your enterprise with faster, smarter, and safer pricing.



Smarter analytics

Gain access to world-class data science, analytical modeling tools, and machine learning, and create the perfect prices for your customers and business. Analyze and leverage data that most impact conversion, loyalty, growth, and profitability.



Self-learning system

Use machine learning models, dynamic price tuning, and quote saving capabilities to make more educated pricing decisions, every single time. Price-It monitors the actual performance of prices in the market to inform future decisions.



Full synergy

Smartly use simulations and what-ifs to select the pricing strategy that meets customers' needs as well as corporate business objectives.



Predictive power

Simulation-based predictive algorithms, that inform the pricing organization about future pricing scenarios. Use your rich enterprise data pool to create sophisticated prices.



Sprint-to-Value

Transform your organization without a lengthy implementation process. Earnix offers fast, iterative deployment, providing significant value within months, not years.



About Earnix

Earnix enables insurers and banks to provide prices and personalized products that are faster, smarter, and safer. With Earnix, insurers and banks offer personalized value to every customer, every time, and in full alignment with the corporate business strategy, goals, and objectives. Our solutions offer systemized, enterprise-wide value with ultra-fast ROI.

With numerous customers spanning the five continents, Earnix consistently innovates for Banks and Insurers around the globe since 2001. We have offices in the Americas, Europe, Asia Pacific, and Israel.

The road to full personalization

Personalize-It™ e*powered

Personalized offers that are right for your customer and for your business.

The Earnix personalization products individually tailor offerings to each customer. Earnix uses AI and machine learning to determine the right prices, add-ons or bundle for every customer.

Time-It™ e*powered

The right product, delivered at just the right time.

Earnix Time-It can identify the life event or the moment when there is a change in the banking needs of a customer. Leveraging the capabilities of Personalize-It, the system immediately generates the right offer to answer customers' changed needs and circumstances.



