Earnix **Price-it™**

Systemizing the Pricing Process Across the Financial Enterprise
The Earnix Promise

We believe that for Financial Institutions, personalization is key to increased customer satisfaction and loyalty as well as to improved business results. Recognizing the complexities of financial products, Earnix provides an end-to-end Pricing and Product Personalization Software Suite, driven by world-class data science, analytical modeling tools, and integrated machine learning.

The Earnix 3D Personalization Suite™ empowers Financial Institutions to offer the right product, at the right price, at the right time, while optimizing business results, maintaining governance and compliance, and improving the enterprise-wide end-to-end product personalization and pricing process. Earnix has been consistently innovating for Banks and Insurers around the globe for over 18 years. We have offices in the Americas, Europe, Asia Pacific, and Israel.

In Pursuit of “The Right Price”

Hitting the right price on personalized financial products is critical to financial institutions’ customer satisfaction, profitability, and growth. When pricing complex financial products, financial institutions seek confidence and control over their enterprise pricing process. Yet due to limited enterprise-wide analytical capabilities, most financial institutions cannot respond quickly and accurately to changes in individual financial needs and therefore cannot deliver the right personalized offer at the right price while maintaining enterprise-wide governance over the end-to-end pricing process.
End-to-End Pricing with Advanced Analytics

Data-driven analytics is commonly used for evaluating the factors that impact retention, migration, loyalty and growth and enabling price and product personalization. But often, financial institutions lack access to sophisticated integrated analytics and only leverage basic predictive models. Pricing processes are often disjointed and are not maintained in a comprehensive end-to-end manner. Multiple teams often have to contribute to the pricing process, and as a result, multiple siloed data stores and systems across the organization prohibit pricing domain expertise to be developed.

With Earnix Price-it, financial institutions can access world-class data science, analytical modeling tools, and machine learning—all from a single product. Financial institutions often start off using classic statistical analysis. As their analytics sophistication advances, they can move on to advanced machine learning for predictive analytics without adopting additional solutions.

Earnix Price-it supports every stage of the pricing process, from modeling to pricing to rate deployment. The end-to-end nature of the product provides a single stop for pricing, breaking down organizational and system silos to streamline business processes and improve operational efficiency.

Earnix has the pricing domain expertise needed to operationalize the enterprise pricing process, while understanding uniqueness of the industry. Business processes and analytical methodologies are customized according to your individual organizational needs. Solving complex business challenges and implementing the strategies that significantly impact business growth is what Earnix does best.

Bring the Best Rates to Market Every Time

Designed specifically for financial institutions, Earnix Price-it systemizes the pricing process from pricing strategy optimization to rating across the enterprise using world-class data science, analytical modeling tools, and integrated machine learning. Earnix Price-it is an easily deployed state of the art pricing product that empowers financial institutions to predict, simulate, decide, and instantly deliver rates to the market. This rapid, repeatable, and consistent process delivers the best rates to market every time.

Earnix Price-it is a product within the Earnix 3D Personalization Suite™, which empowers financial institutions to offer the right product, at the right price, at the right time, while optimizing business KPIs, maintaining governance and compliance, and improving the enterprise-wide pricing and product personalization process. This enables financial institutions to meet customer expectations for contextually relevant and personalized offerings, while meeting business results.
Speed Your Time to Market

Earnix Price-it enables financial institutions to identify the right price—fast—by rapidly predicting, simulating, and comparing the impacts and trade-offs of various pricing models. The rating engine capabilities of the product can be used across lines of business to instantly bring new pricing strategies to the market with limited IT involvement. Earnix Price-it streamlines the process of data management, model creation and execution, pricing strategy simulation and decisioning, and rate deployment. Bringing new prices to online digital channels and sites has never been easier, as Earnix allows financial institutions to deploy rates without the use of additional external systems. This rapid deployment allows pricing teams to get prices into market more quickly.

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Control and Governance

Most basic or homegrown pricing products do not provide the policy enforcement and documentation control needed to govern the pricing process at a detailed level. The tracking, logging, and auditing of pricing processes is critical to ensuring adherence to both corporate and local pricing policies. Earnix Price-it delivers the traceability, transparency, and consistency needed through the tracking of every decision and every decision maker involved in the enterprise pricing process. Because Earnix Price-it automatically documents, monitors and audits changes, firms can respond quickly to any information requests.

Earnix Price-it provides financial institutions complete governance and control over the entire process of pricing complex, risk based financial products. By systemizing the pricing process, Price-it supports adherence to both corporate and regulatory pricing policies.
The Result: Confidence and Control Over Pricing

Earnix Price-it empowers financial institutions to manage, in a systematic manner across the enterprise, the end-to-end process of pricing strategy optimization, through machine-learning powered modeling, to deliver the right rates to market. Financial institutions can react to market changes with the utmost agility because Earnix Price-it enables them to predict, simulate, decide and deliver rates to market instantly. Financial institutions around the globe use Earnix Price-it as a comprehensive product to analytically simulate and then solve their most complex pricing challenges, all in a confident and controlled manner.

Part of the Earnix 3D Personalization Suite™

Earnix Price-it is part of the Earnix 3D Personalization Suite, which aims to help financial institutions always deliver an offer that’s right for their customers and right for their business. Earnix Price-it works in concert with Earnix Personalize-it and Earnix Time-it to offer the right product, at the right price, at the right time, while optimizing business results, maintaining governance and compliance, and improving the enterprise-wide, end-to-end pricing and product personalization process. Earnix Time-it will be available in the second half of 2019.
Take a closer look to see how the other products in the Earnix 3D Personalization Suite™ can help you:

› **Earnix Personalize-it™**
› **Earnix Time-it™**