

Zoran Vujčić

Dynamic Pricing

Innovative creation of customer focused tailored offerings and attractive bundles of banking and non-banking products



multicom

Finance Industry Solutions



Finance Industry Customers



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MBU

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Zagrebačka banka Unicredit Group

Addiko Bank



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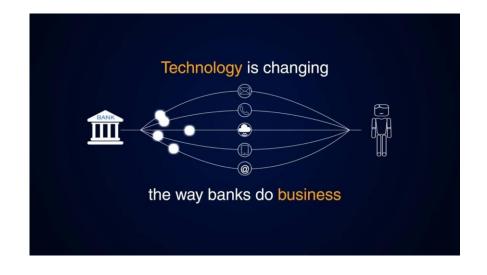




Digital Transformation Trends

To get new revenue streams, retain existing customers and attract new ones, banks concentrate on:

- Delivery of personalised banking products and services based on technology-enabled innovations across all communication channels
- Partnering with other service providers to enhance offering (bundling banking and non-banking services)
- Offloading complex core banking systems



Simplifying Digital Transformation

Without replacing legacy core systems:

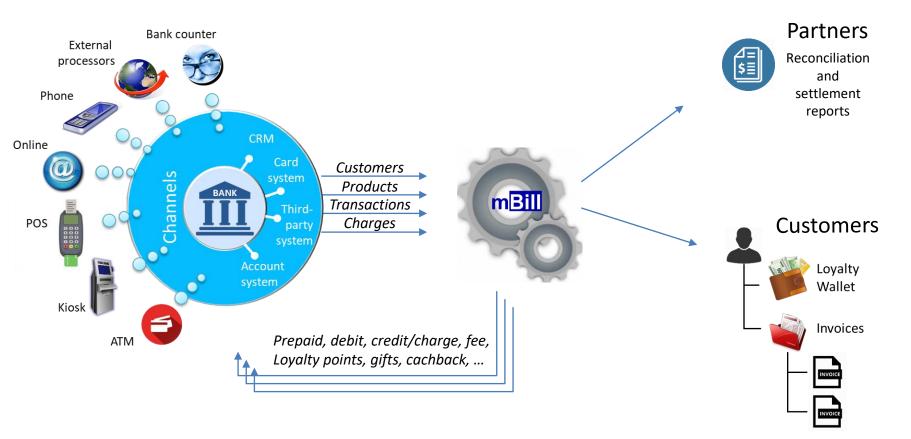
- ✓ Enable business users to independently configure and customize every aspect of tariff plans and loyalty programs
- ✓ Services packaging enabled (cross-product bundles and service plans)
- ✓ Customers and partners relationship-based pricing
- ✓ Loyalty programs management
- ✓ Pricing simulations
- ✓ High performance

With no need for daily and monthly processing in Core banking systems ...



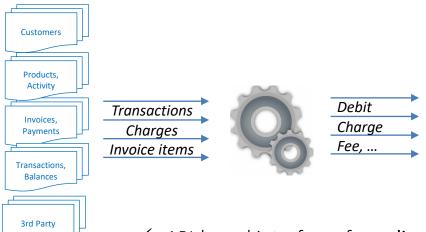
- ✓ Can charge variety of different services in different ways
- ✓ Support for managing complex client & partner relationships
- ✓ Easy to manage:
 - Visual Pricing Plans
 - Powerful Discount, Bonus and Loyalty schemes
 - Bundles and cross-product discount options
- ✓ Fast implementation (go-to-market)

mBill in Banking

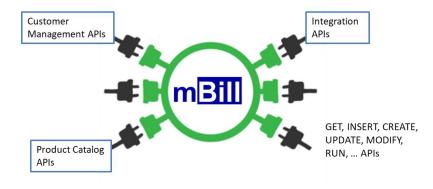


Integration

Billing system and bank systems exchange transactions and update accounts:

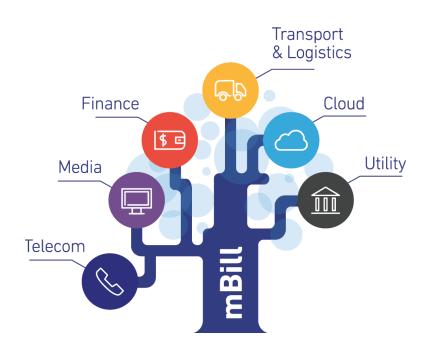


- ✓ API-based interfaces for **online** transactions
- ✓ File-based for batch



Set of documented API's (like Credit Card integration API's)

Rating & Charging Flexibility



- Customer can be invoiced per event, periodically, or based on use
- Monthly, quarterly, annually, or for any other period
- When service is provisioned, when a customers signs up, opt-in, or at any other milestone
- Based on a variety of charge models flat fee, per unit, volume pricing, tiered, overage, and more

Any kind of service and any way of usage can be billed

Highly Optimized Execution

Transaction processing Billing Invoicing transactions Trans. fragment Trans. fragment BillCharge Transaction Trans, fragment Transaction Filter1 Transaction Invoice Trans. fragment Transaction BillCharge Trans. fragment Filter2 Transaction Transaction Transaction Trans. fragment Transaction Trans. fragment Bill Charge Invoice Trans. fragment Transaction Item Trans, fragment Transaction Discount Discount Transaction Charge Charge Invoice Fragment level discount

Calculation of a outstanding charges, rewards, commissions, promotions, bonuses, discounts, taxes,

Determine the customer account and price plan

Calculate the cost/price of the event

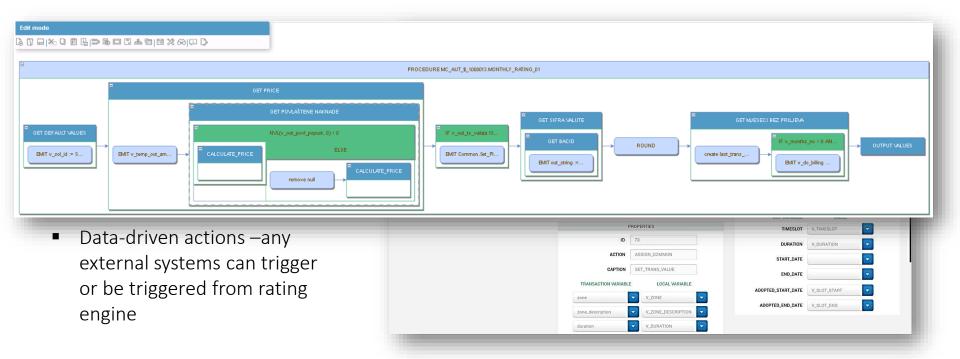
Collects all the rated transaction for the period

Aggregation on an account basis

Application of discounts for period

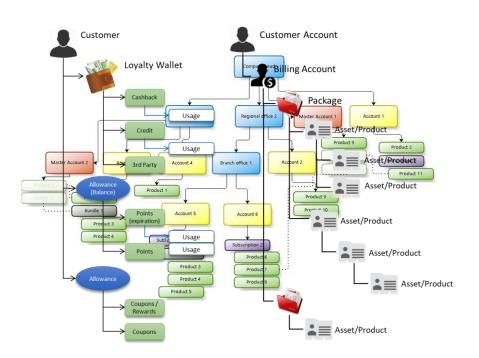
Visual price plan builder

Rich set of configurable rules to fine-tune the product's business behavior based on context

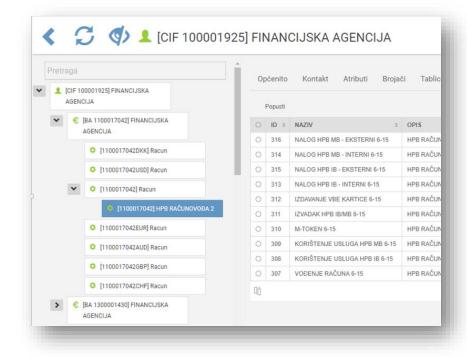


Flexible Data Model

✓ Integrates customer and service information



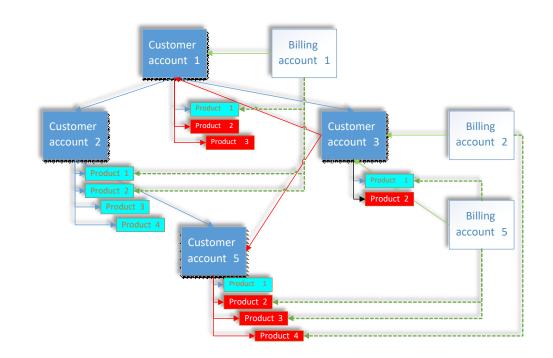
✓ Intuitive Interface



Relationship-based Pricing

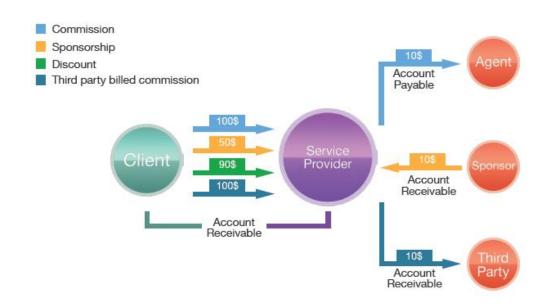
Support for multiple overlapping hierarchies

- ✓ Modeling of the complex relations between customers and partners
- ✓ Customers can share costs, rewards and allowances
- ✓ Manage third-party products and services as part of the centralized catalog



Data Model Flexibility

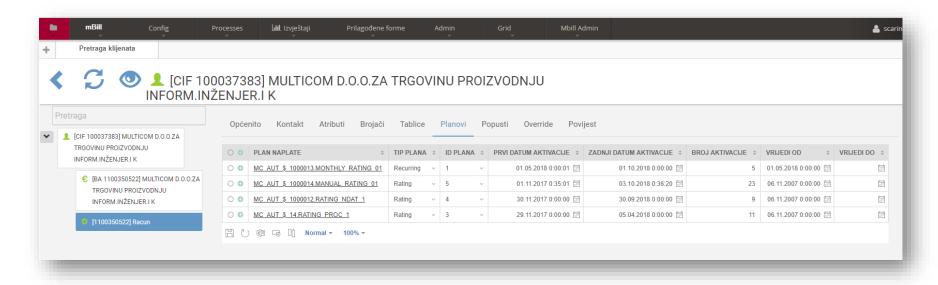
Support for organizations in different roles – as producers, distributors, sponsors, co-innovators, aggregators, etc.



- ✓ Automated and controlled computation and settlement of revenue share across the value chain
- ✓ Customer usage transactions can trigger the required related transactions so that all partners are properly compensated
- ✓ No limit to the number of partners that can be involved in a single transaction

Flexibility

✓ Easy administration of fee schemes across customer and product hierarchy

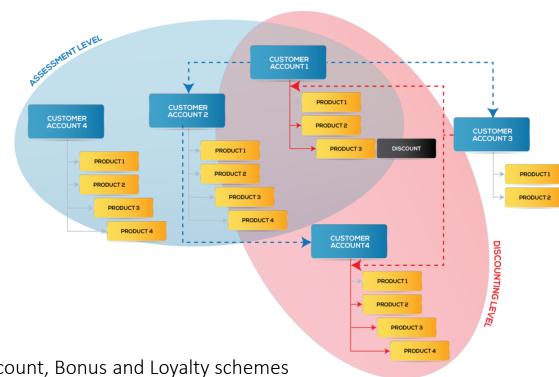


Unlimited number of different pricing plans can be used for each service by mixing and matching different pricing strategies

Cross Product Calculations

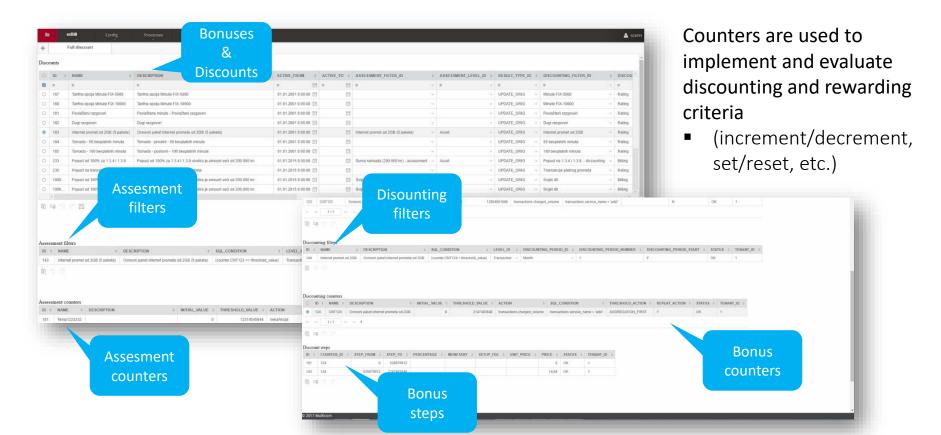
Where one set of products & events (assessment level) determine the bonuses and discounts for another set of products & events (discounting *level*)

Any information available to the billing system can be used by the discounting process.

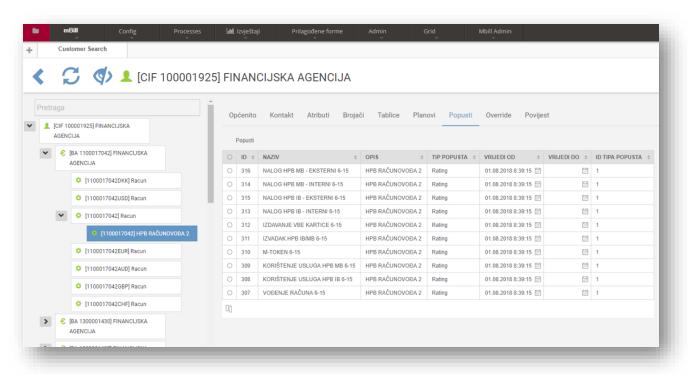


- ✓ Powerful Discount, Bonus and Loyalty schemes
- Bundles and cross-product discount options

Bonus or Discount configuration



Maintenace & Flexibility

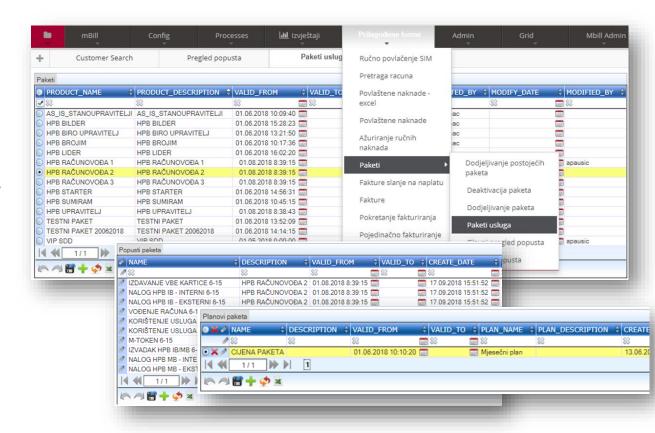


✓ Unlimited number of discounts and bonuses with different periods can be used for each service

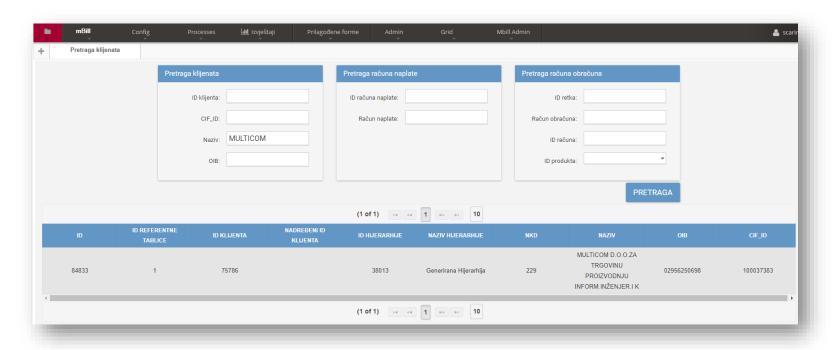
Simple Packages Configuration

A package is a product that allows grouping of multiple accounts for a client

- ✓ Apply fees and discount rates defined at the package level to all bills within the bundle
- ✓ Implement cross-product discounts and bonuses
- ✓ Define service variations based on reward strategies and multi-product plans



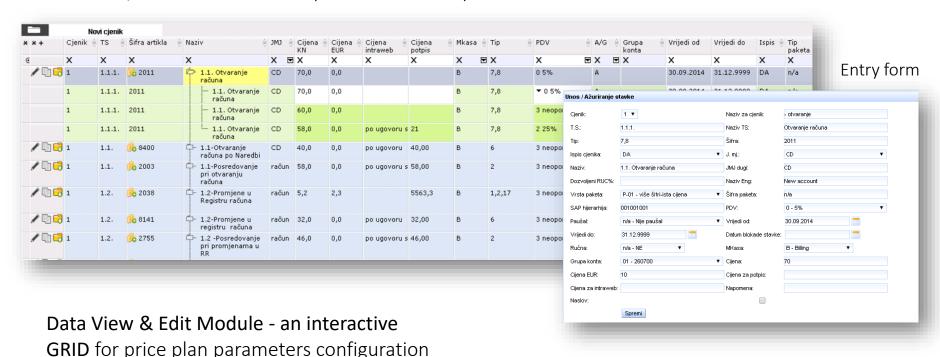
Easy client administration



By using customizable query forms with the configurable criteria and filters, users can search and access client's data using different menu views

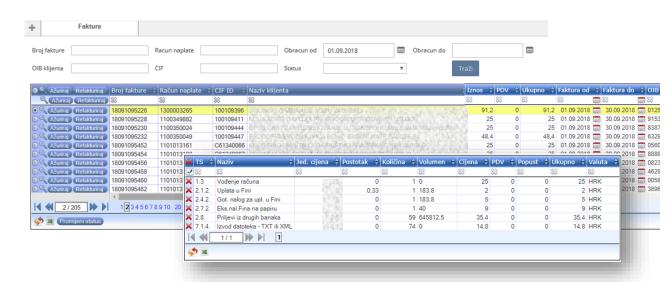
Easy Pricing Maintenance

All parameters of the contract pricing, calculation algorithms, billing logic, commissions, discounts, etc. are defined and preserved in one place



Easy post processing

- ✓ Calculation validation
- ✓ Change of the data
- Change of calculation configuration parameters (due date, start date, commission, etc.)
- Recalculation for arbitrary periods for all, or just for individual accounts

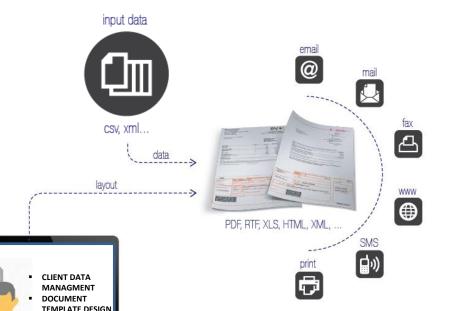


Re-triggering of fees (rerating, trial charges, test calculations, ...)

Unified Output Management

CHANNELS

uOM - Integrated solution for design, automated production and multichannel delivery of customer output documents



Print and delivery by post, email, and most electronic channels (e-bill, ebanking, B2B, ...)

Customer Inbox - hierarchical access to customer's data and documents for frontend and self care systems

Intuitive, scalable and collaborative document design environment with a lightning-fast production engine that runs the output streams per demand

Thank you!



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