

Nomis Solutions Exceeds 60% Revenue Growth in 2012 on Strong Demand for Price Optimization Solutions in Financial Services

Adoption of Nomis' Price Optimization technology continues to grow at a rapid pace. Total volume of assets and liabilities optimized using Nomis technology grew by 62% across loans, deposits, mortgages, and payments.

San Bruno, CA – January 14, 2013 – [Nomis Solutions](#), the leading provider of Pricing and Profitability Management for financial services, announced the significant growth of its price optimization technology in 2012. The total volume of retail banking transactions optimized using Nomis technology expanded by over 60%. The increased adoption of price optimization was driven from a combination of new customer wins and existing customers rolling out Nomis technology to more portfolios throughout the US, Canada, UK, and EMEA. For the year 2012, total revenues increased by more than 60% compared to 2011, with the company operating cashflow positive for the year again.

Frank Rohde, Nomis Solutions' CEO, commented: "We are very pleased with the market traction and customer adoption that we have seen over the last 12 months. We now proudly work with more than 20 of the largest global banks and finance companies and are seeing a significant increase in the use of our technology across a number of business lines that includes deposits, lending, mortgages, and payments."

Rohde continues, "The persistent net interest margin pressure, combined with the need for better pricing methodologies and liquidity risk assessment under Basel III rules, intensifies the need for banks to deploy price optimization technology in both deposit and lending portfolios. At the same time, understanding customer preferences and driving towards customer value based pricing is more important to banks. This is evidenced by the increase in use of the Nomis Score™, the banking industry's only customer-level price sensitivity score."

Reflecting on the year and looking forward into 2013, Rohde commented, "Expanding usage of Nomis' solutions by our customers and gaining new clients contributed to significant expansion in hiring in 2012 and this year we plan to grow further by adding to our team of dedicated pricing experts, data scientists, software engineers, sales professionals and business consultants."

Organizations that are interested in learning how to equip their organizations with cutting edge analytical techniques focused on customer segmentation and pricing solutions for financial services are encouraged to attend the [2013 Global Pricing Forum](#), scheduled for April 10-11, 2013.

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About Nomis Solutions

Nomis Solutions provides best-in-class pricing and profitability management for financial services companies. Through a combination of advanced analytics, innovative technology, and tailored business processes, the Pricing and Profitability Management™ Suite delivers quick time-to-benefit, and improves financial and operational performance throughout the customer acquisition and portfolio management processes. With experience working on over 40 implementations in the Banking and Finance world,

Nomis Solutions has optimized over \$400 billion in consumer accounts and generated over \$400 million in incremental profits, through more than 100,000 pricing scenarios.

Headquartered in San Bruno, CA, Nomis Solutions also has offices in Toronto and London. Visit www.nomissolutions.com or contact us at info@nomissolutions.com or 1-650-588-9800 or +44 0207 812 7251.

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