

Nomis Solutions Joins Columbia University's Center for Pricing and Revenue Management

San Bruno, CA and New York City – July 10, 2014 – Nomis Solutions, Inc. and Columbia University announced today that Nomis has joined the Center for Pricing and Revenue Management at Columbia University. Nomis is the leading provider of pricing and profitability management solutions for financial services companies.

The Center is a joint initiative between the Columbia University Graduate School of Business and the Columbia School of Engineering's Industrial Engineering and Operations Research Department. Columbia founded the Center recognizing the growing importance of business analytics to improve pricing, segmentation, and targeting across industries.

"Pricing and revenue management is a complex, multifaceted discipline. By necessity, it includes advanced analytics, big data, SaaS-based next-generation software, and targeted consulting. It is a perfect challenge for advanced academics and Silicon Valley to work on together," said Frank Rohde, president and CEO at Nomis. "The invitation to join the Center reflects our leadership in developing and applying analytics and solutions to help banks and other financial institutions manage pricing and profitability in what has been and will continue to be a very difficult environment."

"Nomis Solutions is well known for their commitment to using analytics to drive better pricing for banking and financial service industries. This makes them an excellent partner for the Center," said Robert Phillips, Professor of Professional Practice at Columbia University Business School and Director of the Center for Pricing and Revenue Management as well as a member of the Nomis Board of Directors. "Nomis research shows, for example, that approximately 75% of deposit accounts are mispriced relative to underlying price sensitivity. Working with the Center, Nomis will be able to leverage the latest research and advances and help financial institutions understand their customers."

A cornerstone activity of the Center are semi-annual roundtables, during which executives from U.S. industries share information on pricing, customer segmentation, analytics, marketing, and revenue management strategies. Columbia faculty also present new research related to these topics.

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About Nomis Solutions

Nomis Solutions provides best-in-class pricing and profitability technology for financial services companies. By combining a big-data platform with advanced analytics, innovative technology, and tailored business processes, Nomis delivers quick time-to-benefit and improves financial and operational performance throughout the customer-acquisition and portfolio-management processes. In over 50 implementations, Nomis customers have optimized over \$600 billion in banking transactions and generated over \$600 million in incremental profits.

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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