

**Contact:**  
Bill Cox  
Experience Communications  
208.381.0001  
[bill@experiencecom.com](mailto:bill@experiencecom.com)



Jakki Geiger  
Director of Marketing at Nomis Solutions  
650.588.9800 x 221  
[jakki.geiger@nomissolutions.com](mailto:jakki.geiger@nomissolutions.com)

## **Abbey Strengthens Pricing Practices and Processes With Nomis Solutions**

*Nomis Price Optimizer to Serve as the Bank's Comprehensive Customer-Centric Pricing Solution for Unsecured Loans*

**LONDON, UK and SAN BRUNO, CA — September 25, 2007** — [Nomis Solutions](#), the leader in Profit-based Pricing for banking and finance, today announced that Abbey, has adopted the Nomis Price Optimizer™ for Personal Lending. The sixth largest bank in the United Kingdom embarked on this initiative to support its strategic vision to better serve customers through a better understanding of their needs and using this insight to make more informed decisions in its unsecured loans business.

The benefits of using this more advanced, rigorous and customer-centric approach to pricing includes the ability to acquire and retain more customers. Abbey's team will access the award-winning Nomis Price Optimizer™ in a reliable, secure and high performance hosted environment. They will also gain the dedication and expertise of Nomis Solutions' team who manage the hosting, configuration, maintenance and administration of the solution.

"While many banks talk about becoming more customer-centric, Abbey is clearly a customer-driven organization by adopting initiatives and technologies that will enable them to get closer to their customers," said Lawrence Whittle, managing director and vice president international at Nomis Solutions. "We are excited to help the Consumer Finance team take their business to the next level of performance and build a set of best practices and success criteria that can be applied throughout the rest of the organization."

### **About Nomis Solutions**

Nomis Solutions is the recognized leader in Profit-based Pricing for banking and finance. Powered by price optimization technology, Profit-based Pricing is an innovative approach that enables executives to strategically use pricing to achieve improved financial results, gain insight into customer preferences, and support compliance. The award-winning Nomis Price Optimizer™ Suite is a set of business solutions that combines pricing analytics, optimization, and execution into a comprehensive pricing strategy and process.

The suite includes specific solutions for auto finance, home equity lending, personal lending, mortgage, and deposits. Each solution delivers quick time-to-benefit, increases profits and market share by 10-20%, and provides valuable insights about how customer preferences impact product and portfolio performance, within a strong compliance framework. Select customers include Abbey, AmeriCredit, Ford Motor Credit Company, GE Consumer Finance, HBOS plc, and WaMu. Headquartered in San Bruno, CA, Nomis Solutions has offices in Charlotte, NC, and London, United Kingdom. Visit [www.nomissolutions.com](http://www.nomissolutions.com) or contact us at [info@nomissolutions.com](mailto:info@nomissolutions.com) or 650-588-9800.

Nomis Solutions and the Nomis Price Optimizer Suite are trademarks or registered trademarks of Nomis Solutions, in the United States and in other countries. Other product and company names herein may be the trademarks of their respective owners.