

nomis solutions™

Profit-Based Pricing for Banking and Finance

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Nomis Solutions' Dr. Robert Phillips to Speak on Pricing and Revenue Optimization

Pricing is the "moment of truth" where businesses gain valuable insights about their marketing and customer interactions

SAN BRUNO, Calif. June 24, 2008 – [Nomis Solutions](#), the recognized leader in Profit-based Pricing for banking and finance, today announced that Dr. Robert L. Phillips, founder, chief science officer and vice president of research and development, will be delivering an insightful presentation concerning the ideas surrounding Pricing and Revenue Optimization at the Wharton Club of Northern California. The event will be taking place at Carr & Ferrell LLP in Palo Alto, California at 6:00pm on August 20th.

Dr. Phillips will present how Pricing and Revenue Optimization (PRO) can be used to both generate more profit as well as gain valuable strategic insights into customer behavior. He will also lead a discussion on PRO's practical approach in different industries, showing how mastering pricing, incremental profitability, and price-elasticity can materially drive business improvement.

Dr. Phillips founded Nomis Solutions in 2002 to help financial services firms use pricing analytics, optimization and execution to improve profits and market share by better understanding how customer preferences impact product and portfolio performance. Over the past 15 years, Dr. Phillips has helped leading companies optimize pricing and revenue within a wide variety of industries including airlines, rental cars, hotels, automotive, electric power, freight transportation, and manufacturing. He is also the author of the award-winning book [Pricing and Revenue Optimization](#).

To find out more information about the event, visit <http://www.whartonclub.com/article.html?aid=963&nl=469#>.

About Nomis Solutions

Nomis Solutions is the recognized leader in Profit-based Pricing for banking and finance. Powered by pricing optimization, Profit-based Pricing is an advanced approach to pricing that provides the insights, automation and capabilities necessary to use pricing as a strategic lever to achieve performance objectives and implement price changes more dynamically and frequently. The award-winning Nomis Price Optimizer™ Suite including Nomis SmartRanges™ and the Nomis Offer Optimizer™ 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 through a consistent, repeatable and efficient pricing process that supports compliance. Select customers include Abbey, AmeriCredit, Chrysler Financial, GE Money, HBOS plc, Royal Bank of Canada, and Washington Mutual Bank. Headquartered in San Bruno, CA, Nomis Solutions also has offices in London, United Kingdom. Visit www.nomissolutions.com or call 650-588-9800.

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