

# Tapping into the Potential of Pricing and Revenue Management

Getting the Price Right with Oracle

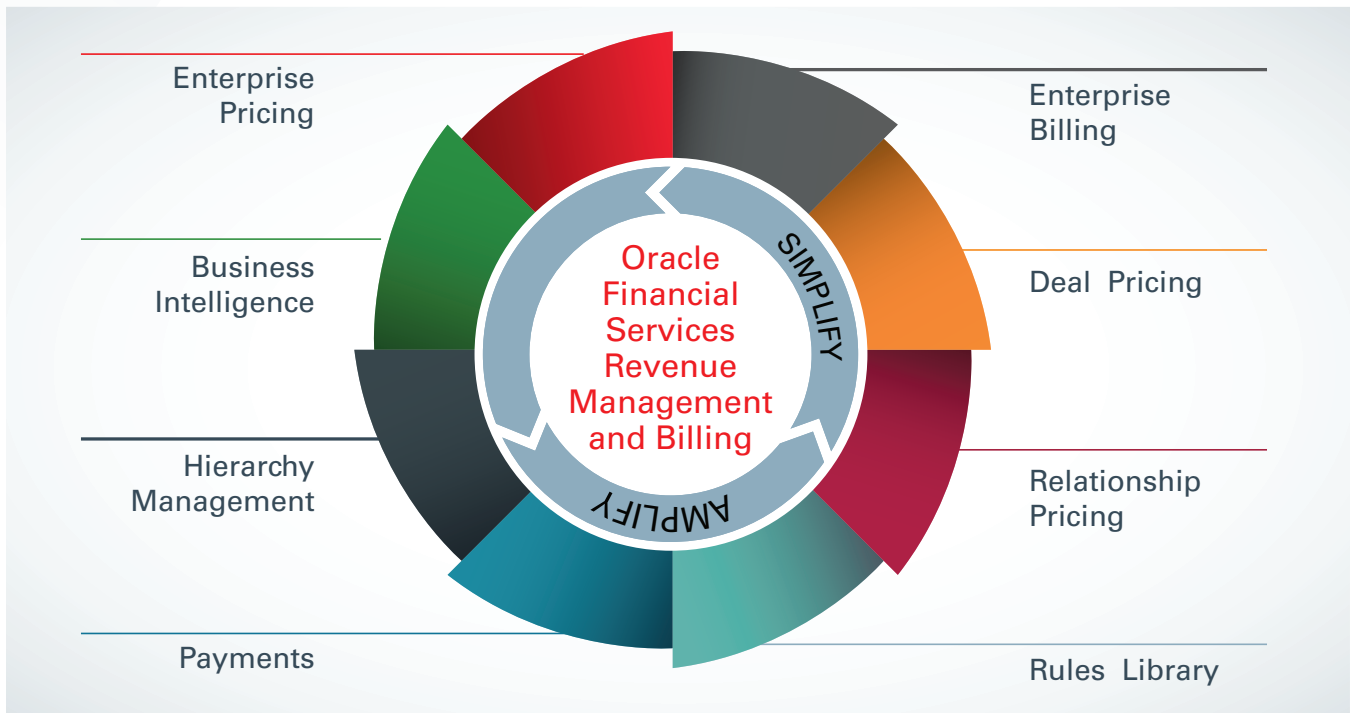


**Oracle Financial Services Revenue Management and Billing is a next-gen pricing and billing platform that provides diverse functionalities for multiple approaches to pricing and billing depending on context and needs.**

With rising customer demands, increasing competition, evolving regulations and ongoing global consolidation, it's not enough for financial institutions to simply be willing to adapt –they need to shift gears and start aligning pricing and revenue management strategies; so as to create value for the organization, satisfy customers and outperform competitors.

In today's hyper-digital age, financial institutions must think progressively and embrace a strategic pricing and revenue management approach that can not only help make faster, smarter pricing decisions and deliver better price execution, but also meet revenue goals . A one-size-fits-all pricing and revenue management strategy calculates fees and charges and prepare invoices by treating all customers the same. But customers are not all the same nor are their buying patterns and circumstances.

Oracle Financial Services Revenue Management and Billing enables financial institutions to adopt a pricing and revenue management strategy built around the customer's buying pattern, which can either be a click-buy-buy pattern (continuous purchase) or a click-buy-by pattern (one-time purchase). In a one-time purchase scenario, revenue recognition is straight forward but in the case of a recurring purchase, revenue has to be recognized over time. The essence of this approach is to focus on not just pricing based on the expected scenario, but also be prepared for situations that are quite unexpected. It allows financial institutions to estimate how much they expect to receive and use that as the basis for pricing. Then, as the actual transaction necessitates, they can realign and set optimal prices to maximize profit. This approach not only helps avoid leaving money on the table but also identifies potential cross-selling and/or upselling opportunities and also converts one-time customers into repeat or lifetime customers. Ultimately, the goal is to sell the right product to the right customer at the right time for the right price.





## UNIFY OPERATIONS WITH A COMPLETE PRICING AND BILLING PLATFORM

### Enterprise-wide platform

Manage pricing and billing across products, customer type, branches, lines of business and geographies - On a single convergent pricing and billing platform. It provides full business functionality beginning with customer set-up through pricing, billing, invoicing, payments to managing delinquency.

### Multi-criteria based pricing

Set prices based on criteria such as channel, customer segment, product and product parameters, promotional pricelists, and account-level exceptions.

### Manage the end to end lifecycle of a deal

Create deals at different hierarchies of customer/accounts, simulate for optimum price points, approval workflows, easy navigation with deal dashboards, deal monitoring and orchestration- reject/hold/review.

### Pricing flexibility

Gain the flexibility to incorporate price bundling, grandfathering, mass price updates, pricing locks and thresholds.

### Comprehensive billing management

Segment bills by event based fees, rebates, interest calculations and recurring fees. The solution supports complex transactions such as rebates, earnings credits, adjustments and corrections.

### Streamline bill creation

Create bills in real-time, batch, ad-hoc, event-driven, user-defined or on a deferred basis. Users can consolidate all charges related to a customer and send out a single invoice and statement.

### Seamless integration with peripheral systems

Manage end-to-end business processes effectively by leveraging prebuilt integrations to a wide range of Oracle and third party applications such as CRM, accounting systems and so on.

### Manage cash application

Generate direct debit instructions (via General Ledger, ACH or SWIFT). Financial institutions can now manage multiple-currencies by consolidating multi-currency accounts and converting them into a corporate currency.

Centralized control and decentralized execution to deliver global scale



Error-free processes with predictable and profitable outcomes



Incent customers with pricing-based rewards





## SIMPLIFY OPERATIONS WITH STREAMLINED AND AUTOMATED PROCESSES

### **Comprehensive end-to-end deal pricing**

Leverage comprehensive capabilities beginning with capturing and consolidating customer data, through creating pricing models, running simulations, structuring deals, getting approvals, constructing pricing proposals, enrolling customers to real-time tracking of customer commitments.

### **Multifaceted business rules**

Manage requirements for agility and business control by using rules defined by the user and pre or post processing actions.

### **Pricing flexibility**

Gain the flexibility to incorporate price bundling, grandfathering, mass price updates, pricing locks and thresholds

### **Contextual business intelligence**

Relationship managers have real-time access to customer, product and revenue KPIs to help them analyze and refine pricing. With over 450 out-of-the-box analyses including metrics, charts and reports, relationship managers can consistently make better pricing decisions.

### **Define rules for charges**

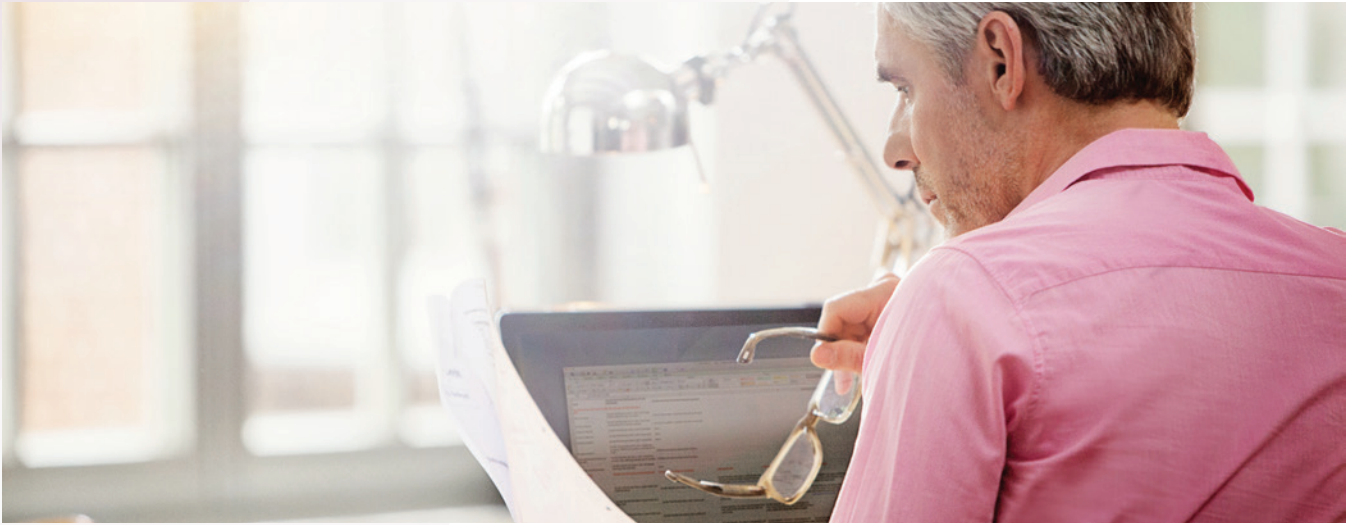
Gain the ability to define who to charge (all entities involved in transaction) and what to charge (all the price items, charge codes, products, services).

### **Approval workflow and tracking**

Manage people and processes more efficiently with flexible, configurable multi-level approval, and exception handling workflows.

### **Built-in workflows with controls**

Adopt a flexible maker/checker process where changes within agreed policy limits can be approved automatically, and only changes beyond pre-approved limits require manual approvals.



## AMPLIFY EXPERIENCES WITH INSIGHTS-DRIVEN AND CUSTOMER-CENTRIC PRICING AND BILLING

### Relationship-based pricing

Recognize the total value in your customer relationships and tactically adjust the price on specific products or bundles and tailor your offers for each customer.

### Special offers and pricing deals

Strengthen existing customer relationships and build new ones by adding value to their purchases in the form of bundle pricing and discounts.

### Dynamic pricing

Gain insights from customer or account level data such as milestones and change in customer behavior, to correctly assess their combined effect and use the information for real-time dynamic decisions on price and models.

### Single customer view with customer data integration

Gain 360-degree view of the customer, which includes not just the relationship, but also how the customer is engaging with you and how the business can respond.

### Customer specific billing

Administer individual customer specific billing preferences such as hierarchy, periodicity, currency type etc. in a way that best suits the customer's business model.

### Apply pricing rules at different hierarchy levels

Create multidimensional customer hierarchies and apply pricing rules at any level of the hierarchy.

### Insights and analytics

Arrive at smarter pricing decisions and deliver customer-centricity with predictive analytics and meaningful interpretation of data.



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## ORACLE CORPORATION

### Worldwide Headquarters

500 Oracle Parkway, Redwood Shores, CA 94065, USA

### Worldwide Inquiries

TELE + 1.650.506.7000 + 1.800.ORACLE1

FAX + 1.650.506.7200

oracle.com

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