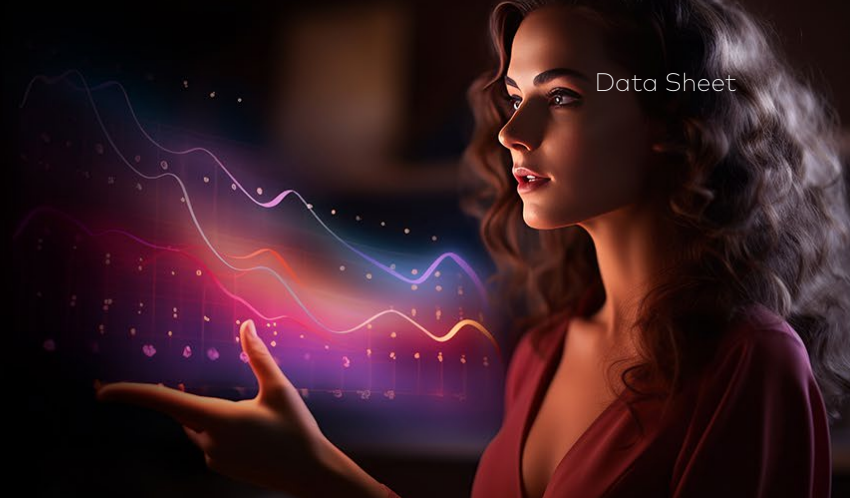


Amdocs Product & Pricing Catalog

Grow revenue by creating, launching, and promoting next-gen banking



Take the no-code path to modern banking

With Amdocs Product & Pricing Catalog, you can bridge the gap between business goals and what your legacy systems can deliver. Drag-and-drop tools let you tailor banking to customers, bringing a just-for-me experience to traditional banking products. That means personalized promos, limited-time deals, bundles, statements, and more.

Amdocs Product & Pricing Catalog bypasses the core and empowers business managers to create and launch innovative banking products on their own. A cross-line-of-business view of customers delivers actionable insights. You can use Amdocs Product & Pricing Catalog to:

- Uncover winning product propositions by exploring more offers and personalization options.
- Accelerate time to market from months to days – or minutes.
- Launch offers and promotions that reach across lines of business without involving IT resources.
- Embed compliance and control into dynamic product management.

Antiquated systems crush modern ideas

Legacy core banking systems weren't engineered to deliver modern banking experiences. Reliance on code for all but the most minor changes combined with a lack of cross-line-of-business integration slow product development to a crawl. Ideas that touch multiple products rarely happen. They require significant IT resources just to launch, with ongoing management and refinement draining even more time.

Just as there's no centralized product management, there's no cross-bank view of customers and their data. This makes the true personalization of banking products and experiences impossible. Banks need to elevate the customer experience by using their wealth of data to personalize banking.

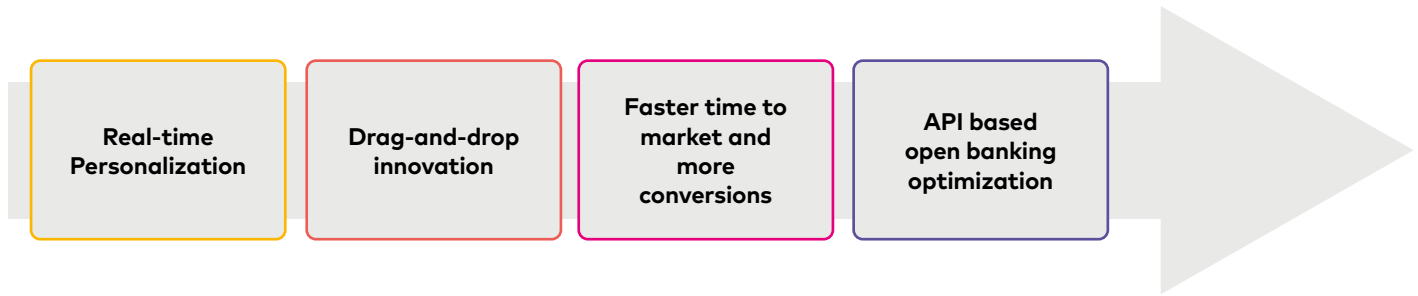
Liberate business users to innovate

Amdocs Product & Pricing Catalog frees the business to create and iterate products and promotions using drag-and-drop tools. Approval flows accelerate compliance and other reviews. Conversion rates surge thanks to product and promotion personalization. You try more ideas – helping to run better campaigns and discover unexpected hits.

Lead the market with product and pricing personalization

Amdocs Product & Pricing Catalog reshapes your product portfolio for today's customers – all of them. Customer data, a no-code process, and flexible templates and policies make product development dynamic. You pair products, services, bundles, and promotions with customer profiles to generate personalized offers in real time.





Deposits jump with promotions-as-a-service

A leading bank found it challenging to increase deposits, even with the tailwind of high interest rates. The problem? Hard-coded fees and rates made product personalization impossible. Limited cross-channel reach meant promotions missed most customers. Plus, it took days to create and launch a single promotion.

The bank used Amdocs Product & Pricing Catalog to bypass core systems. All it took was the integration of one API and a simple customization of the core to receive the final terms. Then, it delivered deposit promotions-as-a-service to the business. Suddenly, the bank could define, launch, and monitor promotions outside of core systems. Predefined approval flows supported governance, as the business team developed promotions targeting specific microsegments.



With Amdocs Product & Pricing Catalog, the bank:

- Created deposit promotions in minutes instead of days.
- Increased average deposit amount by tens of percentage points.
- Reduced costs associated with promotions creation and management.
- Improved customer acquisition by tens of percentage points.

Amdocs Product & Pricing Catalog empowers you to:

- **Centralize your product portfolio:** Configure cross-line-of-business offerings at the feature, fee, and interest-rate levels.
- **Unify customer data to enhance offers:** Optimize products and pricing with precise segmentation across your customer base.
- **Onboard, enhance, and bundle third-party services with traditional banking products:** Use APIs to easily add third-party services and new open-banking partners.
- **Accelerate time to market for new products:** Work faster with parallel workstreams, collaboration, and approval flows.

Let's make banking amazing

At Amdocs, we free financial and communication service providers from the constraints of legacy systems so they can keep defining what's next for their industries. We've helped more than 50 banks achieve their modernization goals. How can we help you? Visit [amdocs.com/topics/financial-services](https://www.amdocs.com/topics/financial-services) to learn more.