



Pricing Intelligence

Building a focused pricing strategy solution with Qlik, Pomerol Partners enabled visualization of a client-by-client model with the ability to drill into currency-type, sales executive, region, and pricing tiers. The business users have now regained control over their data and client management.

Business Challenge

The 2nd largest bank in the US needed fluid understanding of its FX & Prime Brokerage pricing.

- Years of M&A have contributed to a spaghetti like IT environment
- Systems not able to show price plans against trades
- Complex infrastructure clouded strategies to best maximize revenues

Requirements identified:

Over 10,000 Clients Identified
115 Currency pairs
125 Sales Executives
4 Major Global Trading Markets
2 Fragmented Legacy Source Systems

Outcome

A one tool solution including scenario functionality provided immediate financial impacts over a selection of different criteria to enhance the decision making process.

- Reduced 350 pricing plans down to 10 pricing plans
- Captured 11% increase in revenues from immediate re-pricing from real-time analysis
- Beat budget targets due to 25% reduction in costs

Recognized by top payments and brokerage executives as the premium, best-in-class application that is easily transferrable across products, businesses and industries.

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