



Solution Sheet

Product Information Management with IBM Product Master

The volume of customer data available to banks has exploded in recent years. The challenge is to transform this data into highly relevant offers that are delivered to customers at the right time. Most credit-card companies offer discounts for specific retailers and banks have incentivized the maintenance of a minimum monthly balance. But to differentiate themselves from the competition, banks need to be able to rollout meaningful offers in real-time that are extremely personalized.

To do so banks need an accurate and up-to-date repository of product and service information with centralized business rules along with a complete view of audit history to manage compliance. Not being able to get the right offer bundles to market in a timely manner can result in lost opportunities, customer attrition, and missing out on the advantages of relationship-based dynamic pricing.

Inability to launch offers in time

High operational costs

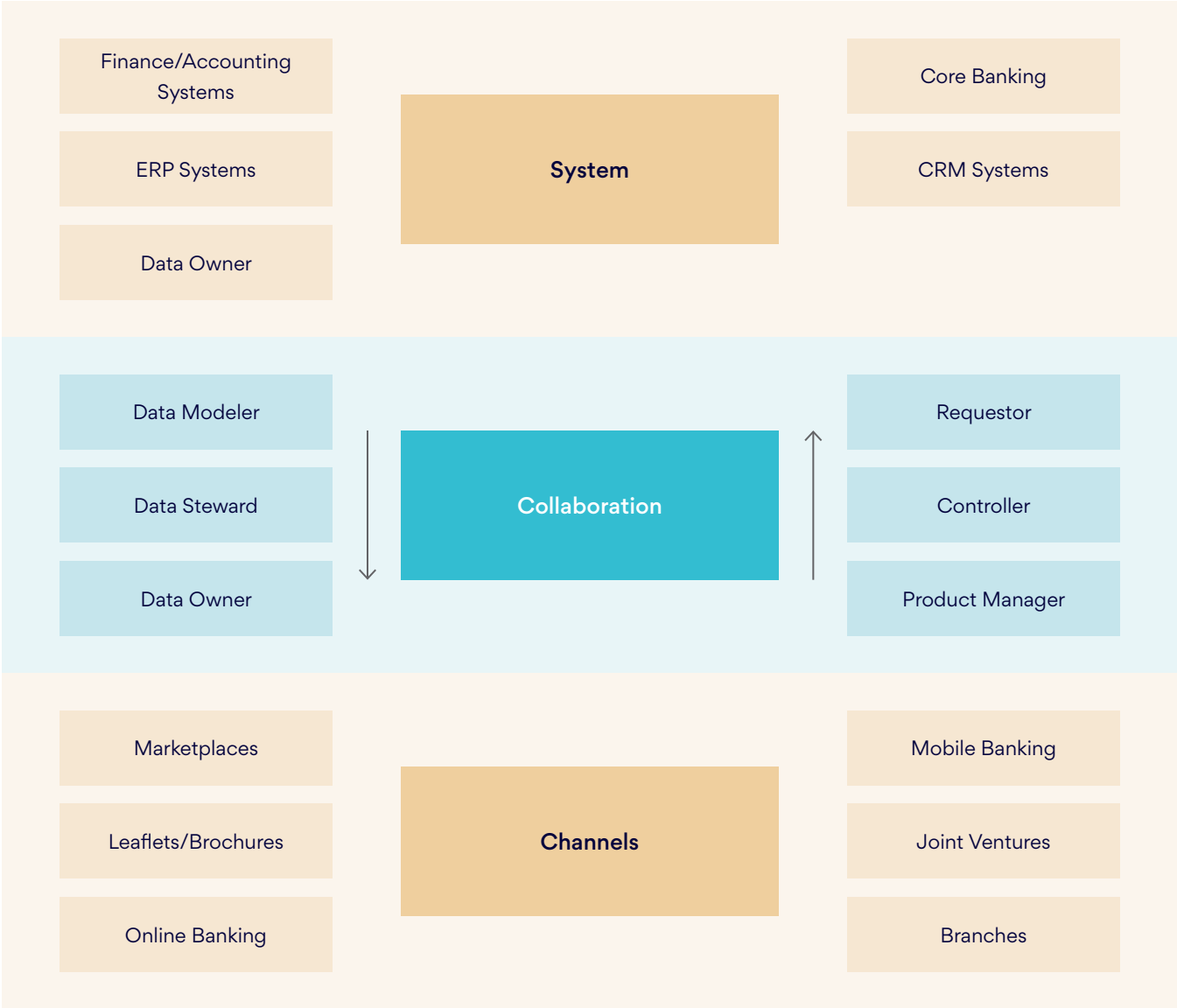
Customer attrition

Persistent's Product Information Management Solution with IBM Product Master

Persistent's product information management solution, based on IBM's Product Master, provides banks the ability to rapidly create offer bundles using optimum workflows with automated data quality rules. It drastically reduces the time to create product

bundles while taking care of data governance and compliance requirements. Once created, the solution syndicates offer bundles to all downstream channels in a reliable and automated fashion.

How It Works



Customer Success: Product and Offer Management for One of the Top 10 Global Banks

Challenges

- \ Lack of agility in creating banking product offers and managing complex relationships between them
- \ No comprehensive view of product offer catalogue to filter customers and determine eligibility.
- \ Inability to apply tariffs according to offer selection and client profile.
- \ Needed the ability to distribute offers to operational environments composed of mainframe and distributed systems.

Solution

- \ Constructed a flexible solution that allows easy definition of banking product offers
- \ Enabled product authoring, offer package compatibility, and relationship management with IBM Product Master
- \ Delivered the ability to set base tariff and conditions of eligibility for offers
- \ Developed modelling of eligibility and pricing rules
- \ Provided an accurate and complete view of product and offer information.
- \ Delivered flexibility in creating offers rapidly according to market conditions.

Outcomes

- \ Real-time, personalized offers tailored to customer requirements.
- \ Creation and management of offers by non-technical users.
- \ Ability to service multi-channel initiatives

Convert your data into real-time, personalized offers today.

[Request Demo](#)

About Persistent

With 12,000+ employees around the world, Persistent Systems (BSE & NSE: PERSISTENT) is a global solutions leader delivering digital business acceleration, enterprise modernization, and next-generation product engineering across industries and geographies. As a leader in software product engineering for 30+ years, we offer the expertise, operating models, and technology required for a unique competitive advantage.

India

Persistent Systems Limited
Bhageerath, 402,
Senapati Bapat Road
Pune 411016.
Tel: +91 (20) 6703 0000
Fax: +91 (20) 6703 0008

USA

Persistent Systems, Inc.
2055 Laurelwood Road, Suite 210
Santa Clara, CA 95054
Tel: +1 (408) 216 7010
Fax: +1 (408) 451 9177
Email: info@persistent.com



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