

ABOUT ZAFIN

Reinventing the Banking Experience

Zafin can help accelerate your financial institution's core modernization and digital transformation initiatives and achieve your strategic business goals.

Zafin delivers award-winning technology that overlays existing infrastructure and externalizes product and pricing from your legacy core. As a result, you will achieve the following benefits:

- > **Solve for system challenges** to augment for a lack of internal capabilities and bring innovative financial solutions to market
- > **Increased connectivity** across every facet of product management – from ideation through distribution and performance monitoring
- > **Enhanced ability** to govern and control product and pricing
- > **Reduced time** required for executing and tuning segment strategies

How Zafin Unlocks Value

When you choose Zafin, you receive more than just access to a powerful product and pricing engine; you will also be harnessing our learned expertise and proven practices from nearly 20 years of helping financial institutions successfully transform their acquisition and servicing propositions.

- > **Our award-winning SaaS offerings** are evergreen and always remain in sync with the *evolving needs of bank professionals and bank technologies*.
- > **Zafin has honed the integration and onboarding processes** so you *and your teams can get up and running with our platform in as little as 6 to 9 months*.
- > **Our global team** of dedicated customer success professionals are available to address your inquiries no matter the hour.



To learn more about how we can work together, visit zafin.com

How Zafin Helps You Grow

Financial institutions are struggling to maintain legacy cores that do not talk to each other. For institutions that are currently undergoing modernization, the reality of it can feel overwhelming.

When you choose Zafin to partner with you through the journey, you're far from being alone. In fact, Zafin has been chosen by banks like yours across six continents. In North America, that includes:



We're Here For You

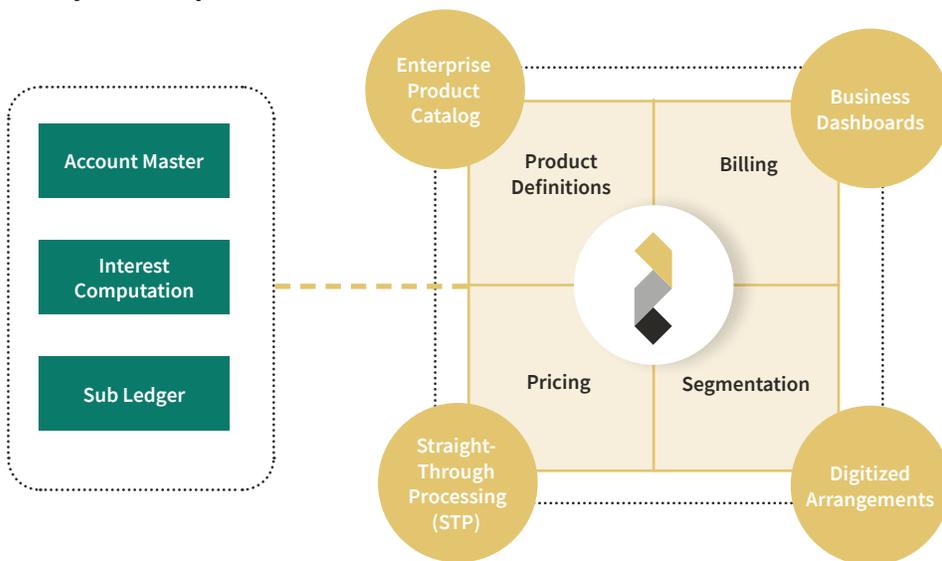
Transform your product and pricing management now. Reach us at info.zafin.com/talk-to-zafin to get started.

About The Zafin Product and Pricing Platform

Zafin's Product and Pricing technology readily integrates and scales alongside existing institutional infrastructure.

Your Legacy Core System Simplified

Your Product and Pricing Externalized to Zafin Platform



What You Can Do When You Choose Zafin

When you choose Zafin, it becomes easy to grow your product success.

Obstacle to Product Success	What You Can Do with Zafin
Standard Treatment across Customer Segments ("Product Centric")	Develop and Manage Relationship Pricing <ul style="list-style-type: none"> Combine financial and non-financial propositions into packages for distribution across bank channels Streamline fees calculation and execution Centralize manufacturing of bid/offer/ask rates Control promotional offers fulfilment
Fragmented Process Administration across Silos	Gain Control over the Product Lifecycle <ul style="list-style-type: none"> Define product eligibility and suitability criteria using any combination of client attributes Associate product variants with relevant disclosures, terms and conditions Apply workflow and controls to ensure in-market products have necessary approvals from all required stakeholders
Set and Forget Enrollment and Servicing of Corporate Customers	Create a Digitized Steel Thread from Quote to Cash <ul style="list-style-type: none"> Ensure accurate pricing and billing execution Establish and maintain line-of-sight into client arrangements Leverage analytics and monitoring to ensure product and services' utilization are consistent with defined obligations

Who Zafin Partners With

When you choose Zafin, you will gain exclusive access to a network of best-in-class partners that accelerate delivery, foster innovation and are committed to your success. Our growing list of partners include:



We've Been Recognized



We're Here For You

Transform your product and pricing management now. Reach us at info.zafin.com/talk-to-zafin to get started.

www.zafin.com

