

# Case Study

Winner of the Hedgeweek Global Awards 2015  
Best Data Visualisation Software Provider

## 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

### 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

### Requirements identified:

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

### Our Partners



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