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Leading US bank unlocks millions in revenue with Infor CBS

Intelligent revenue management and pricing strategy platform drives profitability for a major financial institution's corporate, commercial, and investment arm

Overview

Major US bank turns pricing complexity into profit driver

This top 10 US commercial bank serves clients in several high-growth markets through its 2000 branches, located in more than a dozen states.

Offering a wide range of products and services—including consumer, corporate, commercial, investment banking, securities brokerage, asset management, mortgage, and insurance products and services—its ethos centers on building better lives and communities.

Challenge

To stem revenue leakage and boost profitability across its commercial treasury management services, while maintaining strong client relationships

Infor solution

Infor™ Complete Billing System (CBS) with bank-level modeling tool

Outcome

Using the platform's consolidation and intelligence, the bank has optimized efficiency, boosted revenue, and enhanced customer relationships

Challenge

Streamlining strategy, optimizing revenue management

The bank's commercial, corporate, and institutional banking arm was facing challenges in its revenue management. Despite having more than 1.5 million current accounts across its corporate client base, failure to review and update its pricing models meant that the bank was experiencing both revenue leakage and untapped potential to increase profit.

These converging factors hindered revenue growth and placed a strain on relationship managers who lacked the data needed to make informed pricing decisions.

Specific pain points included:

Outdated pricing contracts, with some over a decade old

Inefficient manual processes and a reliance on spreadsheets

Inconsistent margins across client portfolios

Lack of transparency in billing which impeded profitability

"Because different customers and groups of customers consume different services, and pricing models vary according to geography, industry and the scope of the customer relationship, models must be tailored to each customer," comments Infor Product Manager, Glen Chancy.

"A single customer might, for example, have one statement for every industry and geography, which can quickly spiral into very high volumes. This, in turn, makes it impossible to organize and view the account in a meaningful way. And if you multiply this example by the 1.5 million current accounts held by the bank, the volume of data is at a level which would overwhelm any spreadsheet, never mind the human brain," Chancy explains.

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Infor solution

Innovation through intelligent modelling

To manage complexity across 1.5 million accounts and apply automation and intelligence to its pricing models, the bank implemented Infor's Complete Billing System (CBS) and its powerful bank-level modeling tool.

An integrated enterprise pricing and billing application that delivers pricing incentivization capabilities, deal management, and integrated enterprise business intelligence and analytics, the platform provides the bank with the tools to make more informed decisions about its relationship and billing environment, while meeting regulatory compliance needs.

Infor CBS was initially selected in 2019 before being extended to include the modelling tool in 2022. Amazon Web Services® (AWS®) was key to the decision to work with Infor, as the banking leader had established a preference based on the cloud provider's world-class performance and security credentials.

"Infor CBS' value comes through consolidating and applying intelligence to map different scenarios based on products, geographies, and other variables. It looks at the tens of millions of relationships and their contractual terms and covenants to design a comprehensive pricing strategy," Glen Chancy explains.

Outcome

By adopting Infor CBS, the bank now benefits from a modern platform that integrates seamlessly into existing systems. With a focus on real-time data and predictive analytics, Infor CBS allows the bank to:

Rationalize pricing across credit, deposits, and lending relationships

Simulate and forecast pricing updates at both institutional and client levels

Design incentive-based pricing strategies that reward desirable customer behaviors

Deliver clear, accurate, and transparent billing and proformas to clients

Empower relationship managers with data on customer lifetime value and profitability

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Representing an integral platform within the bank's digital estate, the bank has transformed its pricing operations both from an efficiency and strategic standpoint. Beyond delivering measurable improvements across pricing accuracy, revenue realization, and customer satisfaction, the following benefits were achieved in just 12 months:

7% increase in top-line cash management revenue

Enhanced client satisfaction through transparent billing and strategic engagement

40% reduction in revenue leakage through improved pricing oversight

Enhanced scalability for future growth and new opportunities

50% boost in process efficiency, reducing manual errors and freeing up staff time

Innovation for the future of financial services

By leveraging predictive insights from the CBS modeling tool, the bank can confidently execute its annual pricing review, transforming what was once a manual, reactive process into a data-driven strategy session.

To support this, the team works closely with Infor to interpret the intelligence, align with broader trends, and explore the art of the possible.

"The analytics and insights Infor CBS brings to the table add immense strategic value to the banking leader. Not only has the deployment delivered vast efficiency savings and established a process that otherwise would be impossible, but the bank is also looking to expand the capability further to allow lawyers to engage with IOLTA accounts, increasing the value in new areas."

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A continuous improvement journey

The bank now views its digital transformation as a continuous journey. With Infor CBS in place, it has the fabric and agility to pursue growth and long-term customer loyalty.

"Infor CBS didn't just help us recover lost revenue; it gave us the confidence to grow intelligently. Our teams finally have the tools they need to price for profitability, forecast demand, and deliver exceptional service."

SVP
Commercial Treasury Services
Large Regional Bank

About Infor

Infor is a global leader in business cloud software products for companies in industry-specific markets. Infor builds complete industry suites in the cloud and efficiently deploys technology that puts the user experience first, leverages data science, and integrates easily into existing systems. Over 67,000 organizations worldwide rely on Infor to help overcome market disruptions and achieve business-wide digital transformation.

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Transform your pricing strategy to unlock hidden revenue

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