

# Why a Top 20 Bank Chose Naehas: A Digital Transformation Success Story

This case study explores how one of America's largest financial institutions, a \$215 billion bank ranked in the top 20 nationally, selected Naehas to modernize their product and pricing capabilities.

We'll examine the bank's challenges, their thorough selection process, and the key factors that led to Naehas emerging as the clear choice for their digital transformation journey.

# The Challenge: Modernizing Without Disruption

*"We were essentially recreating the same base products over and over with minor changes. Each modification required expensive and time-consuming development projects."*

The bank's Director of Engineering and Marketing Technology faced a significant challenge: modernizing the entire enterprise architecture while maintaining business continuity. This ambitious project required balancing innovation with stability, speed with compliance, and customer experience with operational efficiency.



## Product Management

Streamline the creation and modification of banking products



## Pricing Optimization

Implement dynamic pricing strategies based on customer relationships



## Personalized Experiences

Deliver tailored banking solutions through a 360-degree customer view



## Agile Development

Reduce time and cost for product modifications and launches

# The Selection Process: A Comprehensive Approach

Rather than simply comparing feature lists, the bank took an unusually thorough approach to vendor evaluation. They focused on several key factors that would impact long-term success:

1

## Trust and Partnership Potential

The bank's existing relationship with Naehas through Offer Management and fulfillment solutions provided valuable insight into our ability to grow with their needs and deliver on shared roadmap commitments.

2

## Technical Architecture Alignment

Naehas's support for GraphQL and seamless integration of pricing with products, offers, and disclosures aligned perfectly with the bank's vision for a modern data mesh approach.

3

## Total Cost of Ownership

While some competitors offered more mature feature sets, they required significant professional services investment. Naehas demonstrated the ability to add new fields and customize functionality in real-time during product demos, impressing the bank's team.

# Key Decision Factors

The bank's selection process revealed critical capabilities that set Naehas apart from the competition:

## Governance and Compliance

Given increased regulatory scrutiny from the OCC, Naehas's sophisticated governance capabilities, including persona-based permissions and comprehensive approval workflows, became a key differentiator. No other platform offered comparable control, providing the bank with confidence in maintaining regulatory compliance.

## Innovation Support

Naehas's unique product comparison feature stood out for its ability to support the product ideation process. The bank saw immediate value in being able to compare new product models against historically successful products, using data-driven insights to drive innovation and inform decision-making.

# Naehas: The Clear Choice

## Integrated Solution Suite

Unlike competitors, Naehas offered integrated disclosure management alongside product and pricing capabilities, providing a comprehensive platform for the bank's needs.

## Flexible Architecture

Naehas's API-first approach and modern technology stack aligned perfectly with the bank's future vision for a scalable and adaptable system.

## Cost Efficiency

Both licensing costs and ongoing professional services requirements were more favorable with Naehas, offering a better long-term value proposition.

## Speed to Market

The ability to quickly customize and deploy new products without heavy IT involvement was a game-changer for the bank's agility and responsiveness.

These factors, combined with Naehas's superior governance capabilities, made it the clear choice for the bank's digital transformation journey.

# Looking Forward: A Strategic Partnership

The bank's selection of Naehas represents more than just a technology choice – it's a strategic decision to partner with a vendor who can support their ongoing digital transformation journey.

By choosing a platform that enables them to centralize, orchestrate, and automate their product and pricing lifecycle, they're positioned to accelerate value creation while maintaining the highest standards of compliance and control.



## **Streamlined Development**

Accelerate the product development process, reducing time-to-market for new offerings.

## **Personalization**

Enhance the ability to offer tailored banking solutions based on comprehensive customer insights.

## **Agile Innovation**

Improve speed to market for new products, responding quickly to market demands and opportunities.

## **Effortless Compliance**

Maintain rigorous compliance standards with less manual effort, leveraging advanced governance features.

# Balancing Innovation and Stability

This case study demonstrates how forward-thinking financial institutions can successfully balance innovation and stability by choosing solutions that not only meet today's needs but support tomorrow's ambitions. The bank's thorough selection process and ultimate choice of Naehas highlight the importance of looking beyond feature lists to consider factors like architectural alignment, total cost of ownership, and long-term partnership potential.

# About Naehas

Naehas empowers financial institutions to create meaningful products that shape better futures, faster. Through its comprehensive platform, Naehas helps banks centralize, orchestrate, and automate the creation, pricing, compliance, distribution, and communication of financial services products and offers, significantly speeding up the development and distribution process while reducing risks.

More at [www.naehas.com](http://www.naehas.com)

*This case study has been anonymized to protect client confidentiality while preserving key insights about the selection process and decision factors.*