

## **Zafin Labs and ADS Financial Services Solutions Announce Partnership**

*By Prabodh Darvekar, CMO, Zafin Labs*

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*To help financial institutions differentiate and launch new products, bundles and packages cost effectively, Zafin and ADS are partnering to bring the award-winning miRevenue™ Product Suite as part of ADS' Revenue Enhancement Practice in the US.*

Toronto, Canada, – Zafin Labs, a Toronto, Ontario based leader in Customer Centricity solutions offering innovative product management, pricing and billing suite of products announced a partnership with A D S Financial Services Solutions (ADS), an IT strategy consulting and systems integration firm, to provide financial institutions with revenue enhancement opportunities.

Financial Institutions are constantly searching for new and innovative ways to differentiate their product offerings to their customers – they want a way to easily and cost effectively launch product bundles & packages to capture greater wallet-share and to also ensure enhanced customer loyalty. Time-to-market for new offerings is often challenging and costly due to the legacy processing environment which is usually distributed across multiple applications.

In order to meet this challenge, Zafin and ADS are partnering to bring the award-winning miRevenue™ Product Suite as part of ADS' Revenue Enhancement Practice to US financial institutions. This comprehensive offering is supported by a flexible software platform and associated integration services that will enable financial institutions to introduce unique differentiated relationship-based product and pricing capabilities. miRevenue is Zafin Labs' component-based product management and consolidated billing application that is designed to easily integrate into the complex infrastructure environments of today's financial institutions and allow for rapid deployment of innovative and targeted product offerings.

“In today's challenging banking environment institutions need to find cost effective ways to increase their customer base, endear customer loyalty, get products to the market faster, and stop revenue leakage. By combining nearly three decades of consulting and integration expertise with the award winning miRevenue product suite, ADS is able to offer a compelling solution to enable revenue growth opportunities for our clients. Zafin Labs innovative application suite fits very well with our solution-based approach to serving our clients,” said Erik Golz, ADS President & COO.

“miRevenue is a proven solution in leading banks that can be deployed adjunct to existing core systems thereby providing institutions with significant capabilities to launch new pricing innovations and bundles combined with the ability to undertake complex simulations at both product and customer level and proactively monitor through insightful reporting capabilities. We are excited to partner with ADS Financial Services thereby leveraging the comprehensive capabilities of miRevenue for the US Financial Institutions as part of a complete offering,” said Dinesh Krishnan, Managing Director (North America) for Zafin Labs.

### About A D S Financial Services Solutions

A D S Financial Services Solutions, a trademark of Atlantic Data Services, Inc., has been serving the critical business and technology needs of leading financial institutions nationwide for more than two decades with operational consulting, systems integration, and business alignment services. Through a unique combination of unmatched industry experience, deep IT technical expertise, and proven project management skills, ADS' team of seasoned professionals consistently delivers creative, practical, effective solutions - on time and within budget. For more information please visit our website at [www.adsfs.com](http://www.adsfs.com).

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#### About Zafin Labs

Zafin Labs provides solutions that enable “Customer Centricity” with a focus on revenue generation and recognition, catering exclusively to global financial service providers. Zafin Labs' award-winning miRevenue product suite enables one to one customization, dynamic relationship pricing and revenue capture with complete transparency and compliance, along with the tools for product and relationship life cycle management. Zafin Labs has offices in Toronto & Ottawa, Canada; Berlin, Germany; Dubai, UAE; Singapore and Mumbai & Trivandrum in India. Please visit us at [www.zafinlabs.com](http://www.zafinlabs.com)

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