

PRODUCT FACTORY

PRODUCT DESIGN, PRICING & BILLING

DQ PRODUCT FACTORY

1

**PRODUCT
OVERVIEW**

PRODUCT FACTORY

The universal centralized catalogue of digital products for any line of business designed to:

- Configure and manage products, product packages, parameters and rates
- Manage the whole product lifecycle starting from planning and designing of a new product to its launch to the market

KEY FUNCTIONS

LOW/NO-CODE DESIGN &
CENTRALIZED PRODUCT
MANAGEMENT,
PRICING AND BILLING

DESIGN OF PRODUCTS AND SERVICES

- Set up products, services and their parameters, including service plans, fees, terms, etc.
- Support **partner products and co-branding** projects, publish products in marketplaces
- Boost **cross-selling and up-selling**
- Manage the whole **product lifecycle** from market launch to archiving. Maintain the history of **product versions**

MANAGEMENT OF PRODUCT BUNDLES

Create complex **product packages**, manage package contracts, implement flexible tariff rates for bundled products and services

PRICING

Implement flexible multi-product **pricing**

BILLING

Charge customers and track payments. Support **accounting and reporting** for sold services

LOW-CODE DESIGN

Easy design and flexible change of products, services and product bundles by **business users**

QUICK TIME-TO-MARKET



QUICK CONFIGURATION OF NEW PRODUCTS

Quickly add new products and rates without system coding, enhancements, updates, releases and long testing cycles.



FAST TIME-TO-MARKET OF PRODUCTS AND SERVICES



EASY TESTING OF NEW BUSINESS IDEAS

Test new business ideas and models, select the most successful ones and make quick changes in other models.

CENTRALIZED PRODUCT MANAGEMENT

1

CENTRALIZED PRODUCT CATALOG

Create a master system for centralized storage and management of products, services, tariff rates and other product details.

2

MANAGEMENT OF THE WHOLE PRODUCT LIFECYCLE

Implement configurable processes in the BPMN notation to create, edit, test and launch new products and their edited versions.

3

SINGLE PLATFORM FOR CENTRALIZED ACCESS TO ALL PRODUCT DATA

Leverage the enterprise-wide product factory and product directory with the ability to maintain all products centrally and still support specific features across different locations.

Create and easily manage new products and services across geographies and business lines. Easily integrate the system into any IT landscape.

EASY CONFIGURATION WITHOUT CODING



Low-code tools for quick delivery of changes



Flexible pricing and personalized offerings



Setup and management of complex product bundles



CORE-AGNOSTIC

Bring all the processes for design and launch of financial services and products from traditional back-office systems to the flexible product factory and reduce the cost of launch of new products and business models.

WHAT YOU GET:



Ability to create and manage a centralized pool of products and services across many systems and business processes.



Quick launch of new products and business models with the ability to develop incrementally instead of a big-bang modernization.



Easy integration with different back-office systems even legacy ones.

SAMPLE BANK PRODUCTS

RETAIL LENDING

- Mortgage loans
- Consumer loans
- Auto loans
- Loan refinance

CARDS

- Debit cards with optional cash-back rewards
- Credit cards
- Social cards
- Cards with the overdraft facility

BROKERAGE SERVICES

- Investment account management
- Conclusion of deals
- Cash withdrawal from the investment account

Insurance services

- Life insurance
- Collateral insurance
- Title insurance
- Mandatory third-party liability insurance / fully comprehensive car insurance

CORPORATE LENDING

- One-time loan
- Line of credit
- Overdraft facility
- Loan investment
- Commercial mortgage
- Leasing

TELLER SERVICES

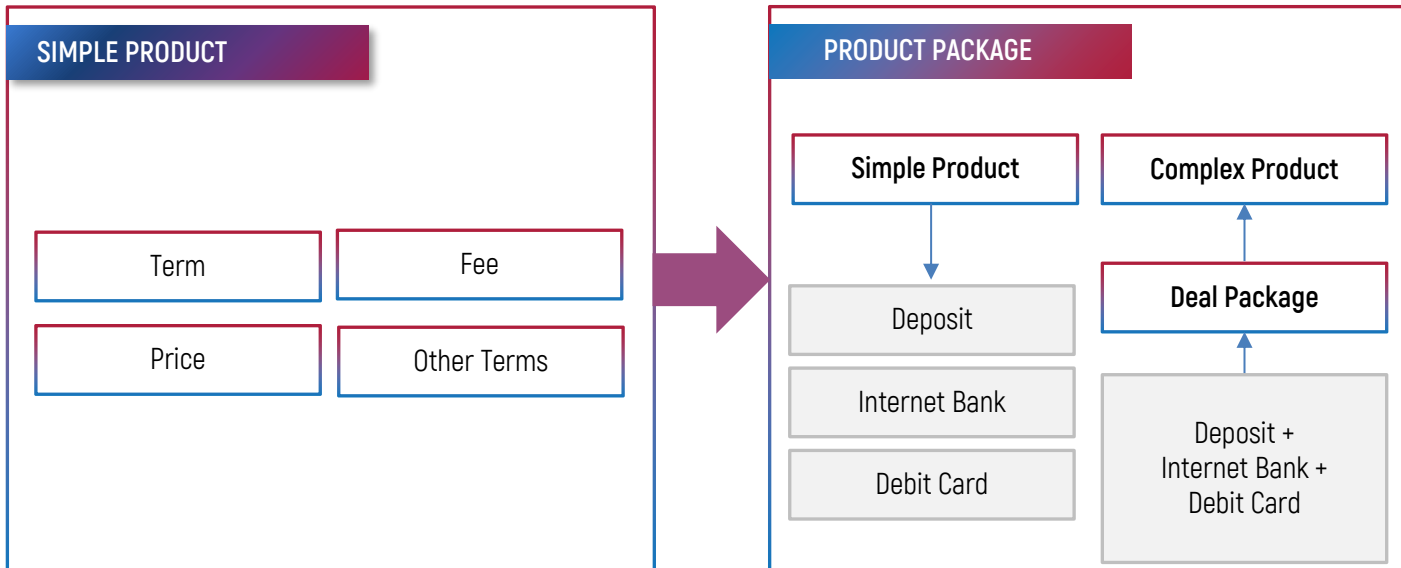
- Fees for cash withdrawals
- Account management
- Cash deposits to accounts
- Intrabank and interbank payments and money transfers
- Transactions in foreign currencies and currency control

DEPOSITS

- Term deposit without add-ons
- Deposit with add-ons
- Deposits with partial or full withdrawals
- Deposits with add-ons and partial withdrawals allowed
- Deposits in domestic and foreign currencies

PRODUCT PACKAGES

Easily combine separate products and services to create packaged, cross-product and individual offerings to better meet needs of your customers.



Complex Product (Product Package)

combines several simple products or services that refer to different business lines; comprises the full list of services that belong to its nested products.

Simple Product

can be included into any number of service packages

Special Rates

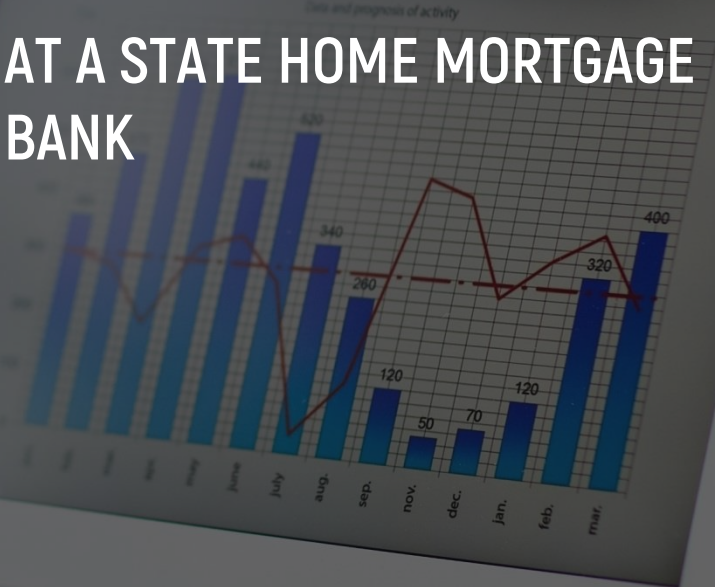
The system allows editing rates and terms of simple services when including them into a complex product.

2

**SUCCESS
STORIES**

SUPPORT OF SALES OF FLEXIBLE DEPOSITS

AT A STATE HOME MORTGAGE
BANK



1997

Established by the state to support implementation of the state housing policy

BUSINESS FOCUS

- Financial institution implementing government initiatives aimed at improving the quality and affordability of housing for citizens
- TOP 17 domestic retail bank
- Focus on real estate

SUPPORT OF SALES OF FLEXIBLE DEPOSITS

AT A STATE HOME MORTGAGE BANK



PROJECT GOAL

Support sales of flexible deposit products



PROJECT FEATURES

Implementation on the microservice tech stack



PROJECT RESULTS

Go-live within **6 months**



IMPLEMENTED PRODUCTS

- Product Designer



CAPTIVE AUTO BANK

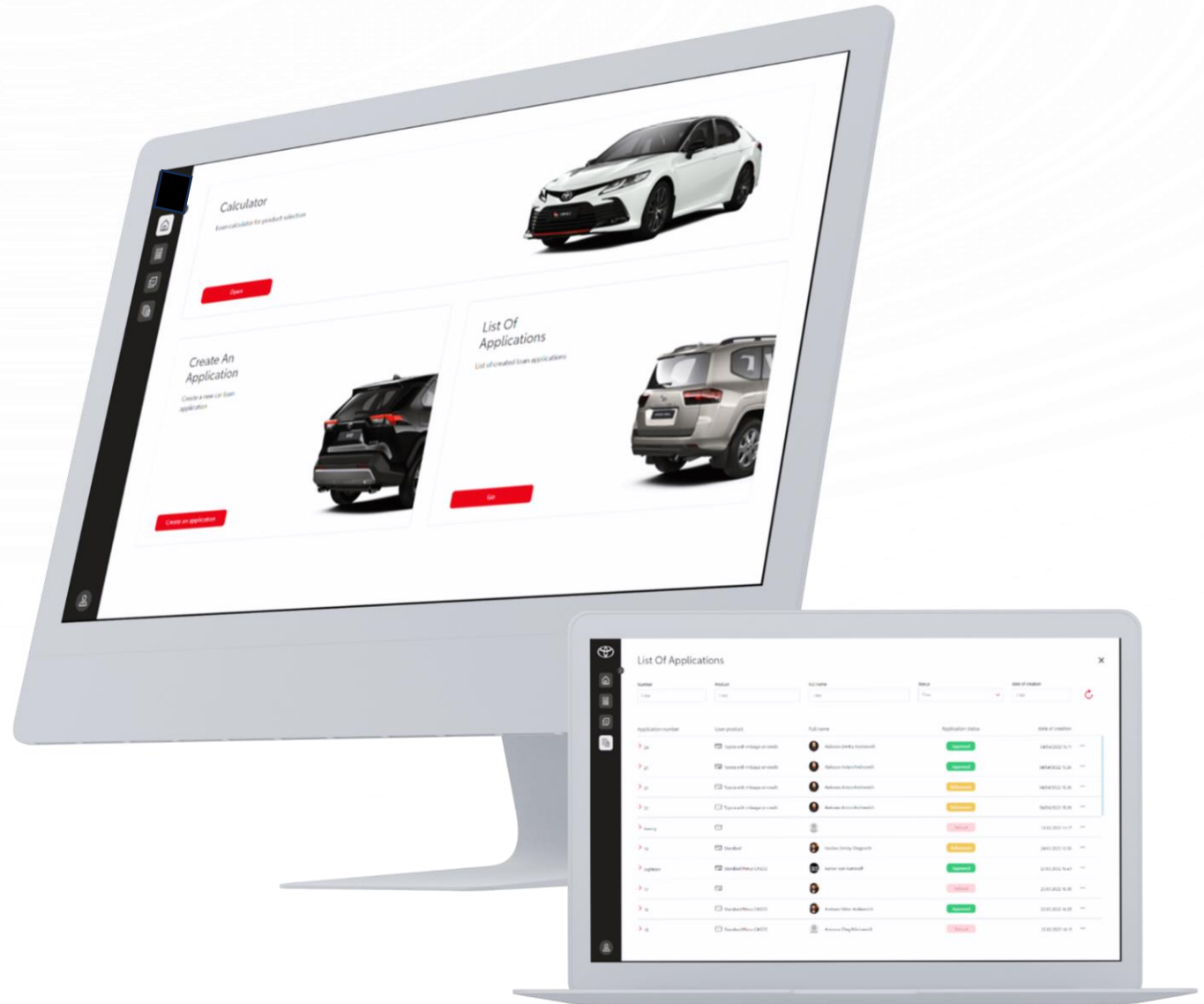
LOAN ORIGATION FOR RETAIL CUSTOMERS

BUSINESS FOCUS

- Retail auto lending
- Corporate lending for official dealers

LOAN FEATURES

- Loan decision-making with only two legal papers
- Interest rate subsidies by dealer
- Loans with deferred payments



CAPTIVE AUTO BANK

LOAN ORIGATION FOR RETAIL CUSTOMERS

PROJECT GOAL

Implementation of the loan origination system for retail customers

1

PROJECT FEATURES

Microservice technology stack

2

PROJECT RESULTS

Under development

Expected go-live: Q1 2023

3

IMPLEMENTED PRODUCTS

Product Designer

IMPLEMENTATION OF PRODUCT PACKAGES

AT A LARGE UNIVERSAL BANK

34 YEARS

Successful operations
since 1991

100+

Type of bank services

Business Lines:

Retail and corporate banking

TOP 19

bank by
assets

IMPLEMENTATION OF PRODUCT PACKAGES

AT A LARGE UNIVERSAL BANK

PROJECT GOAL

Support sales of product bundles

PROJECT FEATURES

The project was implemented exclusively on the microservice tech stack

PROJECT STAGES

1 **STAGE:** Implementation of sales of product bundles
Duration: 3 months

2 **STAGE:** Charging fees for the use of product bundles
Duration: 3 months



IMPLEMENTED PRODUCTS

- Product Designer
- Management of Product Bundles
- Rate Processor
- Billing

3

**YOUR
ADVANTAGES**

KEY ADVANTAGES FOR YOUR BUSINESS

Leverage modern technology to successfully implement digital products and services without coding and long testing

- ✓ **Flexibly configure and manage innovative digital products**, services, product bundles, special offers, parameters and rates without coding.
- ✓ **Enable enterprise-wide product management and pricing** with the centralized product information management (PIM) for all financial products and services.
- ✓ **Test new business ideas and models** easily, select the most successful ones and make quick changes in other models.
- ✓ **Manage the whole product lifecycle** starting from planning and designing of a new product to its launch to the market and dismissal.
- ✓ **Make your product offerings personal**. Implement flexible pricing and personalized offerings across geographies. Adapt quickly to market requirements or short-term trends. Launch special offers easily based on seasonal changes in customer behaviors, special and festive occasions: Christmas rush, low purchase activity during the summer, public events, etc.

THANK YOU

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More about our [Product Factory](#)