

# VERMEG

SOFTWARE  
EXCELLENCE FOR  
LEADERS IN FINANCE

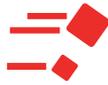
| PENSION DIGITAL COACH

## WHO ARE WE?

A software house....



COMMITTED



CONVINCED



A UNIQUE VALUE  
PROPOSITION



EXPERT



INDEPENDENT

| **Committed** to its customers for more than 25 years.

| **Independent** Technologically and Financially.

| With Proven Business **Expertise** in Banking and Insurance.

We are **convinced** that it is critical to choose the right path to be successful. Thanks to its expertise, Vermeg decided to focus on specific differentiating journeys to support your challenges.

## CURRENT CHALLENGES

Nowadays, retirement pensions are becoming a real issue for households. Unclear offers and complex regulatory changes are among the many factors that lead to misunderstandings.

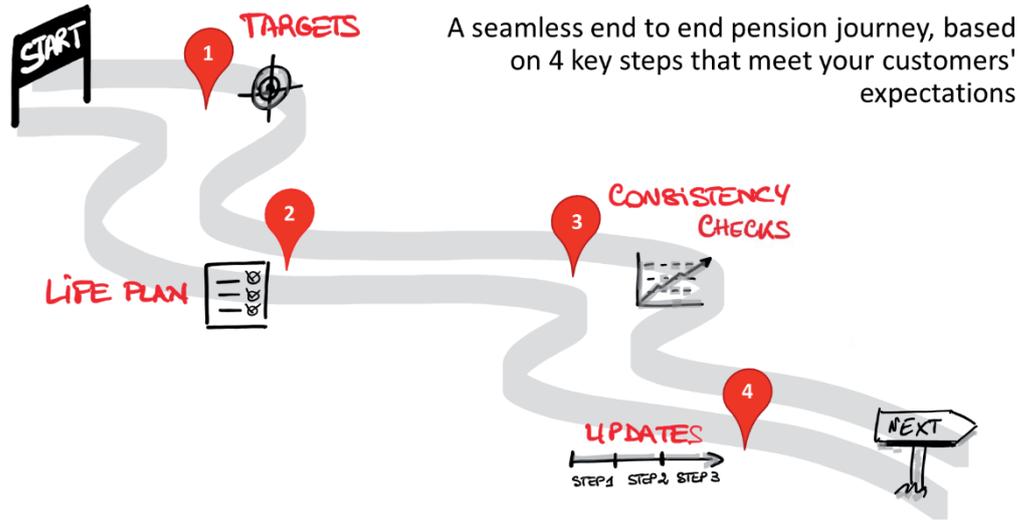
Your challenge as insurers/banking agents is to make your offer attractive and understandable by radically changing your approach. The product only approach is no longer sufficient.

**You now must be expectation/need-oriented. The target is to become a partner with an accessible and relevant offer, i.e. an essential and long-term partner.**

## Our Value Proposition

VERMEG will accelerate your digital transformation, alleviating legacy system constraints, and unleashing value.

## OUR PROPOSAL



1. Define objectives,
2. Implement a coherent action plan,
3. Check the relevance (reconcile current and future needs)
4. Regularly update the savings strategy.

Our journey makes it possible to combine analysis and pedagogy, artificial intelligence and democratization of savings/wealth management.

In summary, here is how to make this topic fun, attractive and finally understandable!

## KEY BENEFITS

- | A significant **improvement in sales performance**
- | A real **attractiveness to your offers**, in line with your customers' real expectations.
- | You will become a **true «life partner»**.
- | An ability to enhance your offer with new products/ services (**cross-selling**).

For a completely **renewed customer experience!**

## VERMEG DIGITAL ACCELERATORS

### INTRODUCING PALMYRA

**PALMYRA**, our digital transformation platform, is based on open architecture, seamlessly integrating with your existing IS.

It offers a business and technical abstraction layer to connect your legacy to an open digital world.

**PALMYRA** enables rapid delivery of a digital Journey adapted to your needs, integrated into your legacy environment and future proofed.

## OUR APPROACH

- | **Involve** all stakeholders (Businesses and IT)
- | **Prove** our agility and relevance through a 2-3-week pilot project, while clarifying and finalizing your needs.
- | **Deliver** rapidly into production digital content and journeys that provide immediate business impact.
- | **Guarantee** the monitoring of your investments by respecting your ROI.

THEY TRUST US



Test it, you will adopt it !