

# Novantas Partners with Bank of the West, Renewing PriceTek® Deposits Platform

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Novantas, the industry leader in analytic advisory services and technology solutions, is pleased to announce that Bank of the West has renewed the company's PriceTek® Deposits platform, extending the multi-year relationship with the San Francisco-based bank.

"Our bank is focused every day on making a positive impact for our customers and in the communities where we live and work," said Ryan Bailey, Head of Retail Banking at Bank of the West. "Solutions like PriceTek ensure we can remain focused on how we best meet those customer needs."

Bank of the West is committed to making a positive impact, along with making technology investments that help enhance the experience for customers. For the last four years, PriceTek and Novantas have played a key partnership role with the bank. Novantas continues to improve the tool, looking to further support Bank of the West's growth goals.

"With the Next Generation Forecasting feature, we've added the ability to directly embed expert judgment into forecasting results, making it a seamless part of the workflow," added Lisa Brown, Managing Director and Head of PriceTek Client Services at Novantas. "By listening to our clients and continually refining and enhancing the product, PriceTek has become the preeminent solution for deposit management - assisting banks manage over \$3.2 trillion in deposits for over 100 million customers."

## ABOUT NOVANTAS

Novantas, Inc. is the leader in customer science and revenue management programs for the financial industries. A FinTech 100 Company, the firm's advisory and solution services specialize in investigating and interpreting customer needs, attitudes, and behaviors, to help financial institutions refine pricing, distribution, marketing, customer strategies, and sales and service activities. Novantas' PriceTek® is the leading deposit management platform in the U.S. and globally. For more information, visit [www.novantas.com](http://www.novantas.com).

## ABOUT BANK OF THE WEST

The fundamental belief that a bank should have a positive impact on society drives Bank of the West. At a time when people demand more from companies, we are taking action to ensure our activities help protect the planet, improve people's lives, and strengthen communities. That's why we are investing where we can have a real impact: supporting energy transition, helping enable female entrepreneurs and financing innovative start-ups. As the bank for a changing world, Bank of the West is committed to sustainable finance along with our parent company BNP Paribas, which is one of the only financial organizations in the world to adopt the UN Sustainable Development Goals. Through Digital Channels and offices across the U.S., Bank of the West provides financial tools and resources to more than 2 million individuals, families and businesses.

Deposit and loan products offered by Bank of the West, Member FDIC and Equal Housing Lender . © 2018 Bank of the West. Doing business in South Dakota as Bank of the West California.

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