



Business Challenges

Price is the single most powerful and fast-acting lever that organizations have to improve revenues and margins. Price management, when done well, incorporates a complex set of inputs from both internal sources like costs, and external sources like competitive prices, customer-perceived value, currency exchange rates, and other market factors. Managing these pricing decisions across thousands of products, sold in multiple regions, in multiple currencies, and through multiple channels, is exceedingly complex. Yet surprisingly, many large organizations are still managing prices using generic desktop spreadsheet applications which then feed prices into their ERP systems.

The all-too-common result is that organizations are not able to effectively or efficiently manage their base, regional, local, and customer-specific prices. They're simply unable to keep up with the frequent changes in

costs, competitive prices, exchange rates, and other key price inputs. As a result, their pricing structures and prices are not aligned with the market, seen as irrelevant by their sales teams, and are at risk of miscommunicating their products' value to customers, partners, and even competitors. Lastly, managing something as critical and complex as pricing in a large organization in spreadsheets is usually not compliant with modern data security regulations and policies.

Manufacturers and distributors need to have the ability to leverage up-to-date insights to dynamically adjust pricing in near real time, to close the gap between strategy and execution in today's volatile and unpredictable market conditions.

Introducing Vendavo® PricePoint

Vendavo PricePoint is a **cloud-based enterprise software solution** that enables organizations to bring together all the relevant pricing-related information across their business in one secure place. Equipped with all the necessary external and internal information, product and pricing teams can then **set and manage pricing strategies and policies** in the form of user-configurable rules and calculations. This flexible pricing logic can then scale across their catalogs of products, regions, countries, channels, and customers to ensure that the price is always right, no matter the context. This sophisticated – yet

user-friendly – price management solution can be set to sense and automatically adjust pricing when conditions change, enabling **true dynamic pricing**, or it can be supervised by users in part or in whole. Global pricing structures, regional or country price lists, channel list prices, and even customer-specific pricing policies can be managed within one solution. Vendavo PricePoint can be up and running in as little as two hours and **configured & integrated in as little as two months** so you can begin realizing the full value that your products & services create as quickly as possible.

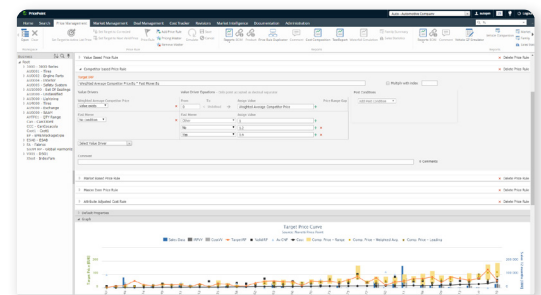
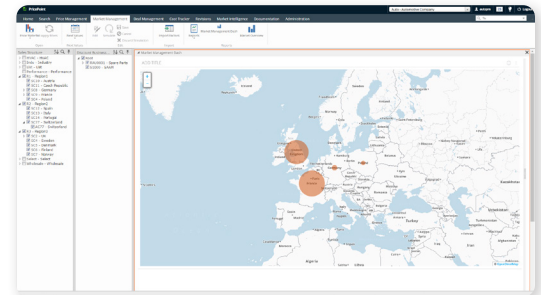
KEY FEATURES

Strategic and Local Market Pricing

- Model the impact of various pricing scenarios to make the best decision possible
- Determine optimal target pricing across unique customer segments and every deal
- Manage pricing and rules at corporate/ HQ level or delegate among regional/local levels

Dynamic Price Management

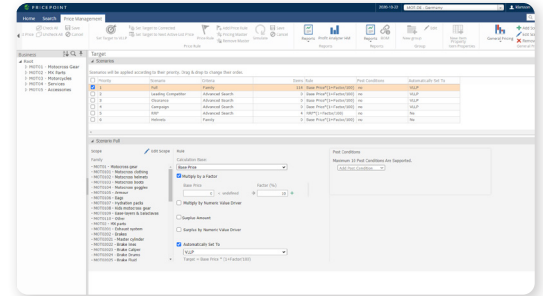
- Easily set up dynamic pricing conditions so that your rules apply to the most appropriate method first
- Utilize proprietary web-scraping technology to add variable, real-time market data and competitive information into the pricing model
- Automatically apply and execute pricing rules according to your strategies as market conditions change



KEY FEATURES *(continued)*

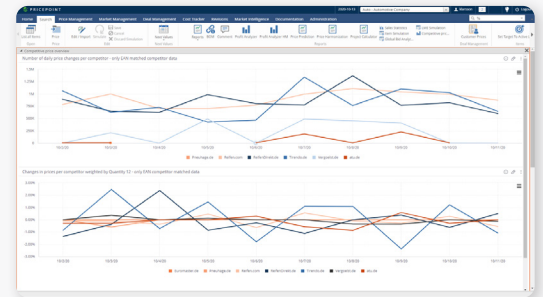
Basic Price Guidance

- Easily set optimal pricing guidance for sales reps (stretch, target and floor prices) to use within their quoting tools (CRM, CPQ, etc.)
- Identify and create customer groups and clusters for managing policies and discounts
- Model the full net results of all applicable pricing terms to support pricing decisions



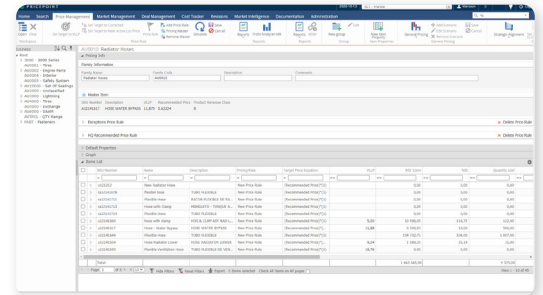
Market Data Management

- Automatically track competitive product prices via web-scraping technologies to provide up-to-date, accurate competitor pricing and price-relevant market data
- Leverage market data to generate dynamic, local market pricing and syndicate through CRM, SCM, ERP and eCommerce platforms



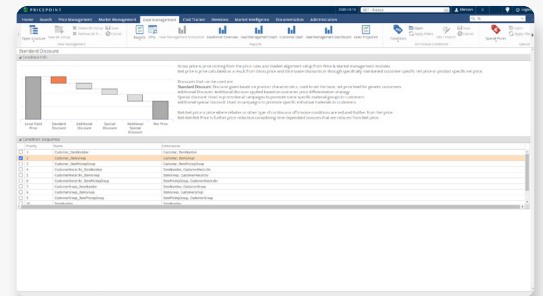
Transfer Price Management

- Manage international and internal transfer prices to control the profit split throughout the organization
- Apply profit split, Transactional Net Margin Method (TNMM), and cost-plus methods for transfer pricing to ensure accounting compliance and to maximize profitability

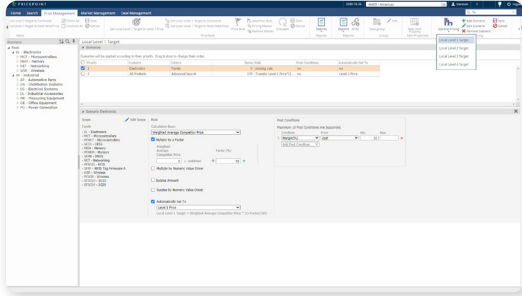


Customer Price Management

- Manage the on and off invoice incentives, discounts, and more
- Customer price conditions individually managed for customer groups belonging to different sales channels, countries, markets, segments, account sizes, etc.

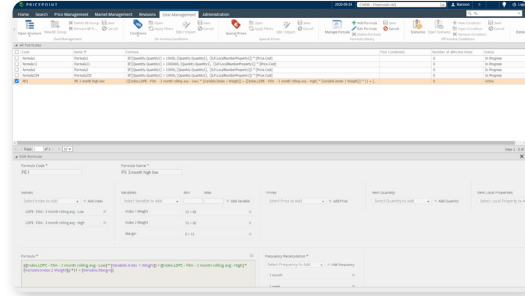


KEY FEATURES *(continued)*



Multi PricePoint & Tier Management

- Price lists can be managed in parallel of each other with different business rules, or the same business rules with different input parameters
- Enabled multi-tier pricing and differentiated price lists



Formula-Based Pricing

- Central management of index values and formulas including pre-approved ranges where variables in the formula can be managed, and allocate formulas for the specific item/customer combination
- Automatic recalculation of prices according to agreed conditions & formulas

Machine-Driven Analytics and Alerts

- Identify optimal pricing for target markets and profit margin goals
- Utilize advanced data visualization for business logic and decision modeling
- Leverage the pricing waterfall to identify specific impacts of planned and actual pricing actions
- Easily share alerts and insights with colleagues from, pre-built and customizable dashboards to make the right pricing decisions at the right time

Setup and Implementation

- Full SaaS and on-premise installations supported
- Out-of-the-box, ready-to-use reports and dashboards
- Custom Solution Development Kit (SDK) to create unique apps and user experiences

IT Integration

- Thin client - works with all major browsers
- Efficient APIs for fast integration across all major ERP, SCM and CRM systems
- Flexible management of access and usage rights