

# VENDAVO™ Deal Price Optimizer



## Business Challenges

Enterprises are struggling to respond to dynamic changes in their business environments. Customers are expecting a buying experience that aligns value with price for any given deal, however delivering value to customers while simultaneously delivering greater profitability has become increasingly difficult. Pricing departments want to quickly optimize prices across business segments but struggle to calculate how customers value products differently through their willingness to pay.

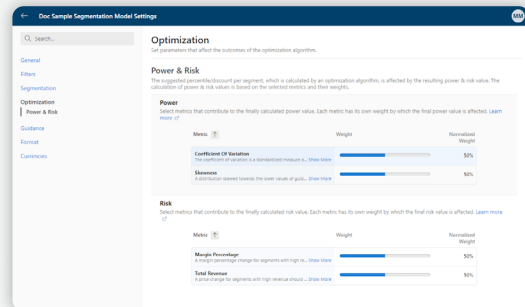
## Introducing Vendavo Deal Price Optimizer

Deal Price Optimizer is an AI-powered price optimization solution. Deal Price Optimizer calculates optimized pricing guidance through the use of the patented Vendavo Power and Risk™ algorithm. Through Vendavo's patented approach, you can efficiently use historical transactional data to calculate optimized prices that maximize margin and minimize the risk of losing customers during any sales negotiations. Run impact analysis on guidance levels, quickly generate as many price scenarios and models you need, segment with volume curve discounts, and automate the price setting process to your quoting tool. Winning prices that predict a customer's willingness to pay are now in your sales team's hands so they can provide a successful quote during negotiations. Deal Price Optimizer replaces guess work and complements your business insights with scientific data driven pricing predictions.

## KEY CAPABILITIES

### Pricing Power

Pricers can calculate the margin potential for price changes as it relates to segment variables that they determine as pricing power-sensitive variables.

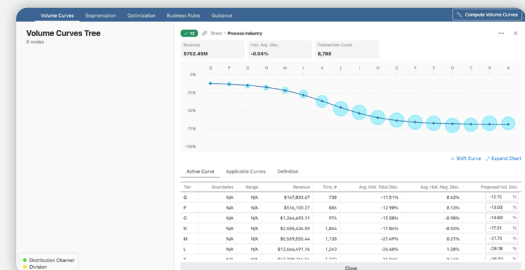


### Pricing Risk

Pricers can manage the risk associated with price changes across their segments measuring variables that influence sensitivity to price changes.

### Volume Curve Optimizer

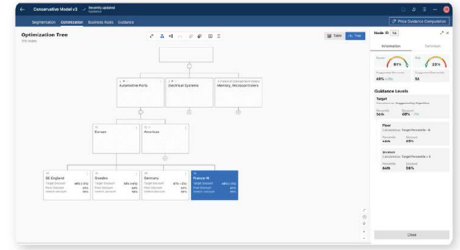
Pricers can account for discounts in segmentation and separate volume-based discounts provided to customers for better segmentation.



## KEY CAPABILITIES

### ► Set guidance strategy

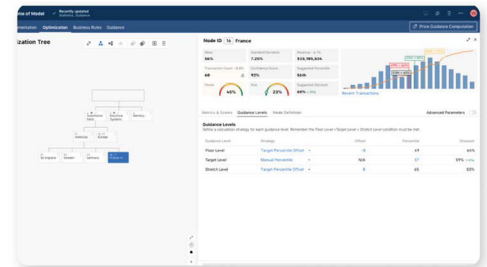
Use efficient definition of price guidance windows/envelops, while having the option to set the desired output value (margin/discount) instead of making these dependent on the computation.



Guidance Levels

### ► Override values

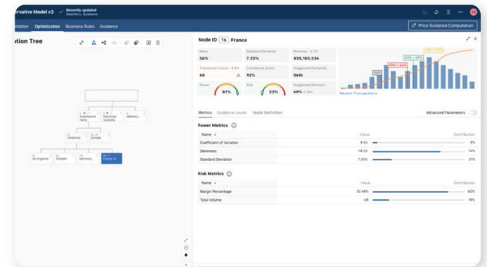
Manually adjust computed values to ensure outcomes reflect business insight. Use true augmented intelligence through the blending of your business insights with powerful AI.



Override Strategy

### ► Review segment scores and guidance details

Review the computed power and risk scores and guidance level settings for each segment and identify the need for adjustments.



Node Display

### ► Show Data Distribution Chart

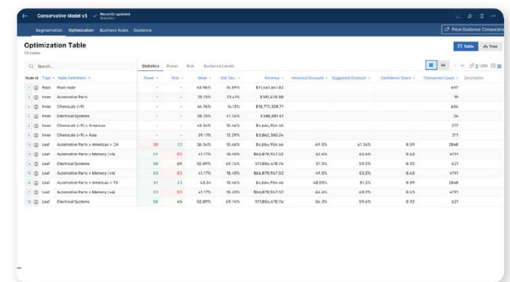
Use data visualization to show the distribution of margin or discount for each segment + an overlay of guidance.

### ► Show recent transactions

List recent transactions that have been assigned to a segment to visually confirm the segmentation makes business sense.

### ► Activation on request

Deal Price Optimizer and enhancements like Volume Curve Optimizer can be activated on request with zero configuration.



Item	Status	Power	Risk	Revenue	Margin	Market/Discount	Segment/Discount	Guidance	Item
Item 1	Active	100	100	100,000	10%	10,000	10%	10%	Item 1
Item 2	Active	200	200	200,000	20%	20,000	20%	20%	Item 2
Item 3	Active	300	300	300,000	30%	30,000	30%	30%	Item 3
Item 4	Active	400	400	400,000	40%	40,000	40%	40%	Item 4
Item 5	Active	500	500	500,000	50%	50,000	50%	50%	Item 5

Optimization Table