# Vendavo® PricePoint™
## Intelligent Dynamic Pricing for Business Advantage

## Business Challenges

The largest untapped profitability lever in almost all businesses today is **pricing effectiveness.** Most companies still manage pricing by using spreadsheets to feed ERP systems, resulting in a lack of centralized visibility across pricing performance, competitive bids, incentive effectiveness, and account sales history.

Factor in different customer perceptions of value, changing competitive prices, cross-border price adjustments, cost changes and transfer pricing, and the task seems impossible. As a result, businesses assume they cannot apply advanced machine learning to identify new data-driven profit opportunities across product and customer transactions.

Yet in order to remain competitive in today's eCommerce-driven B2B markets, organizations must have **up-to-date insights to adjust pricing in real time,** and close the gap between strategy and execution in dynamic market conditions.

## Introducing Vendavo® PricePoint™

Vendavo® PricePoint™ is a **cloud-based solution** that enables B2B organizations to centralize their pricing-related information across products and customers all in one place. **Advanced machine learning** is then applied, and unique profit-enhancing opportunities are identified. True **dynamic pricing** enables changes in real time, based on local market and competitive conditions. Global pricing structures, channel list prices, even customer-specific pricing policies can be managed within one solution. Vendavo® PricePoint™ can be **up and running in as little as two hours** so you can increase profits immediately.

## Key Capabilities

### Strategic and Local Market

- Set and optimize target list prices for entire product portfolios leveraging local market, competitive, and cross-border parameters
- Align pricing to perceived customer value

### Dynamic Pricing

- Automatically recalculate prices based on changes in competitive prices, supplier costs, and other market conditions
- Integrate dynamic list pricing into enterprise and ecommerce platforms

### Deal Price Guidance

- Manage guidance policies (e.g. stretch, target, floor) for negotiated discounting by sales in quoting tools like CPQ and CRM
- Share customer and product context for deal guidance within CPQ and CRM systems

### 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
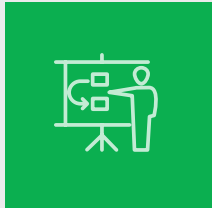
### Transfer Price Management

- Optimize international and internal transfer prices to control the profit split throughout the organization
- Apply profit split, net margin, and cost-plus methods for transfer pricing to ensure accounting compliance and to maximize profitability
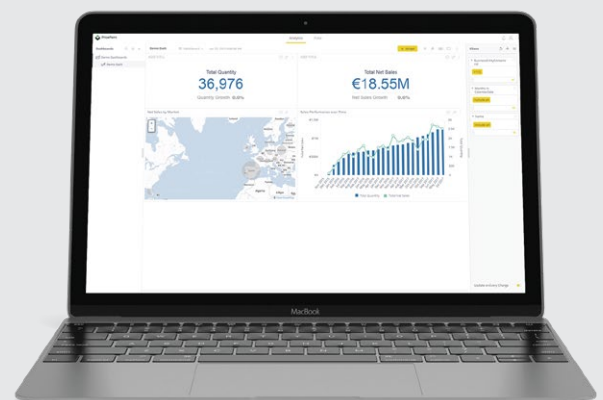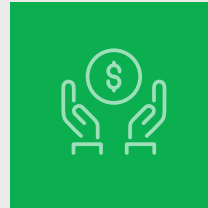
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## Key Features & Benefits

### Strategic Price Management

- 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
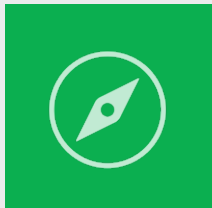
### Deal Guidance

- 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
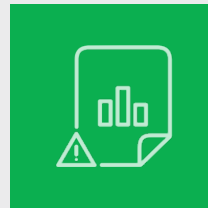
### Machine-Driven Analytics and Alerts

- 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
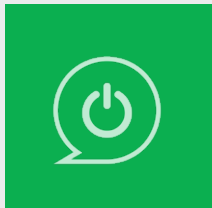
### Vendavo® Ready-2-Go Activation

**Simple to set up:**
- 2 hours to system activation
- 2 weeks to industry best practice configuration
- 2 months for full CRM and ERP integration
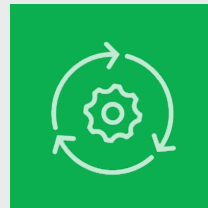
### Implementation

**Simple to install:**
- 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
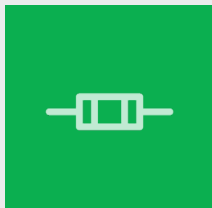
### IT Integration

- 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

### Security

- ISO/IEC 27001:2013 certified
- SOC 1 and SOC 2, type 2 certified

To learn more, visit www.vendavo.com, or call us at +1-303-309-2320