



# Solutions.AI for Pricing

Grow top-line revenue and drive profitability with continual price optimization.

Pre-built for multiple industries including:

- Consumer Goods & Services
- Chemicals
- Retail
- Industrial
- Comms & Media
- Automotive



“We’re sprinting businesses into an era of pricing optimization with more scientific, systematic and personalized AI techniques including price sensing and dynamic simulation.”

**Georgios Passalis**  
Solutions.AI for Pricing Lead

## Real client results

**Up to 15%**  
increase in revenue

**Up to 5%**  
growth in margin

**Up to 40%**  
decrease in promotional spend

## Changing how businesses price for growth

Pricing has long been a top strategic priority for businesses. But today’s unpredictable market conditions are making leaders think about pricing differently. They know continually optimizing pricing is critical, and 73% of companies consider AI key to future success. Solutions.AI for Pricing uses AI and advanced ML to tune into market signals, competitive intelligence, and changes in customer preferences and buying propensities to deliver key insights. Using these insights, companies can set and optimize for the best pricing scenarios for growth.

## Solution features

Delivering AI-powered pricing for speed, flexibility and innovation

**Reusable and configurable pricing modules** to rapidly deploy proven pricing capabilities from base-price optimization to discount personalization and more.

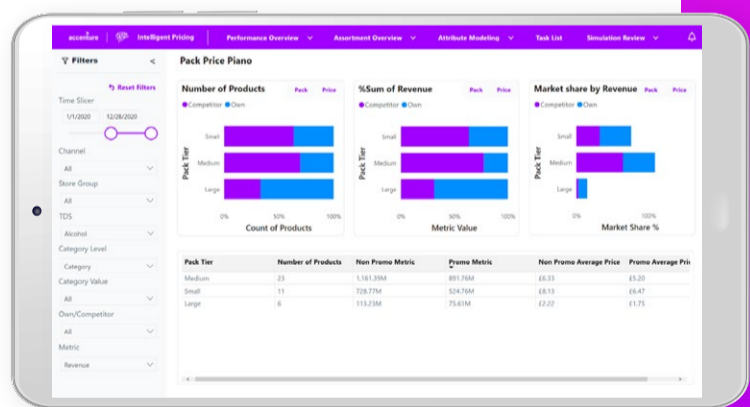
**Proprietary pricing algorithms** to quantify customer elasticity per product at every moment in the customer buying journey.

**Pricing recommendation engine** to generate and activate data-driven recommendations to offer customers the right price on the right channel at the right time.

**Multi-lever simulation and optimization apps** to run ‘what-if’ simulations to test price changes and then optimize price to impact sales, customer satisfaction and market share.

**Real-time notification and workflow engine** to simplify work for price managers and reduce the time it takes for them to deliver competitive prices.

**Modular cloud native platform** to leverage massive amounts of data and flexibly scale pricing algorithms, modules and other cloud-native components.



The solution makes it easy for any business user to see and experiment with different pricing scenarios. Here, a pricing manager can view the number of products, percent of revenue and market share in relation to a competitor to make better pricing decisions.

## 3 ways AI-powered pricing delivers immediate value



### Personalized and dynamic pricing

Use real-time insights about individual customer preferences, market changes and competitor activity to optimize price and discounts.



### Revenue growth management

Optimize list price, trade promotions, portfolio mix and price pack architecture.



### Improved win probability and customer profitability

Enhance the probability of winning a deal and the optimal pricing that will maximize deal margin and customer profitability.

Let’s talk



**Georgios Passalis**

Solutions.AI for Pricing Lead



**Tom Jacobson**

Global and North America Pricing & Commercial Strategy Lead