

# Maximizing Revenue & Competitiveness with Dynamic Pricing



## The Challenge

Organizations looking to modernize pricing needed to shift from static, inconsistent approaches to a dynamic, data-driven model that aligns decisions with strategy, protects margins, and drives revenue growth. To achieve this, they had to:

- Develop executive-aligned pricing models for consistent decision-making
- Segment customers into cohorts for targeted strategies
- Enable real-time deal comparisons to identify optimal price points
- Standardize pricing procedures at scale
- Improve accuracy to reduce leakage and maintain competitiveness
- Deliver real-time insights to help frontline teams act quickly

## Impact Delivered

- Higher ASP
- Better margins
- 85% User adoption
- 99.9% System uptime

## Solution Components

Deal comparison tool; CRM integration; Real-time pricing analytics

## The Solution

A comprehensive dynamic pricing program that operationalized models, cohorts, tools, and governance:

- Executive pricing models: Built to reflect strategic business objectives.
- Pricing cohorts: Customer segmentation to enable granular, targeted pricing.
- Deal comparison tool: Side-by-side evaluation to ensure competitive, profitable pricing.
- Standardized procedures: Consistent, organization-wide pricing practices.
- Real-time insights: Live data/analytics for agile pricing adjustments.
- Team enablement: Structured training to drive adoption and effective use.
- Delivered assets (from source): 12 pricing models; 8 cohorts; 15 deal-comparison features; 200 real-time pricing updates; 30 pricing analysis reports; 10 training sessions; 40 price adjustments; 70 support tickets resolved.

## The Results

The implementation elevated pricing performance and operational discipline:

- Higher ASP: Increased revenue per deal through better price setting.
- Better margins: Improved profitability via accuracy and strategic adjustments.
- Faster, informed decisions: Real-time insights for leadership and sales.
- Competitive edge: Tailored pricing by market dynamics and customer segment.
- Streamlined operations: Standardized processes and trained users improved efficiency.