



Vistaar SmartPrice™

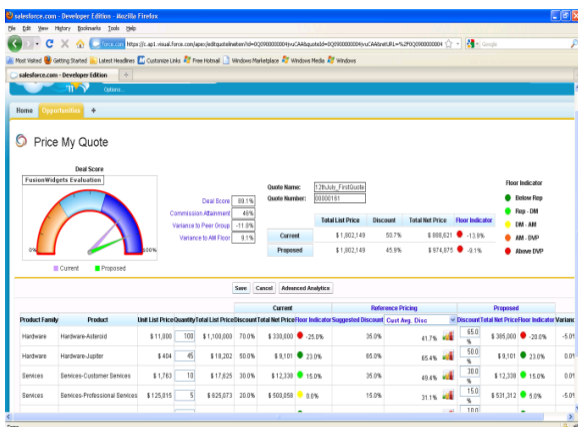
Price Performance Management Solutions

SmartPrice™ from Vistaar delivers real-time pricing intelligence directly to users of Salesforce.com. Designed specifically to enhance existing CRM workflows, SmartPrice™ incorporates pricing guidelines, in-line analytics, pricing recommendations and deal dashboards directly into sales quoting processes. Vistaar enhancements to the standard Salesforce workflow enable SmartPrice™ to proactively manage negotiations and approval processes among the sales, sales operations and finance teams.

SmartPrice™ Highlights:

- Cloud application hosted on the Salesforce Application Exchange
- Incorporates real-time intelligence into standard Salesforce workflows
- Proactively manages negotiations and approval processes
- Displays price guidelines and price recommendations
- Supports in-line analytics and drill-downs
- Developed on Force.com technology platform
- Enhances workflow, enabling better collaboration among sales teams
- Presents deal dashboards and actionable insights

SmartPrice™ Capabilities



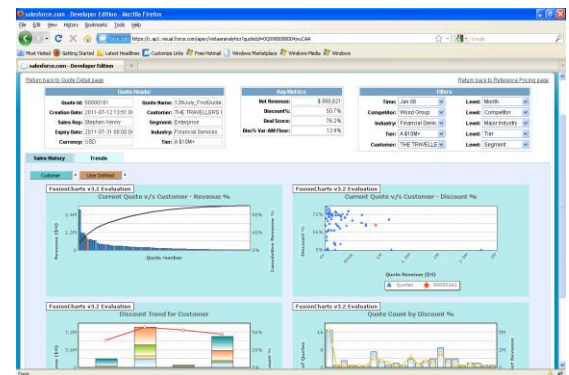
Deal Desk and Approval

- Deal Dashboard
- Advanced analytics
- Pricing visualization
- Internal price negotiations

Vistaar provides secure global access to a centralized multi-dimensional pricing data model either through SmartPrice™, or via web browser, or linked excel workbooks.

Vistaar Pricing Intelligence

- In-line deal guidance and target pricing
- In-line reference pricing by SKU
- Analytics by deal and customer
- Pricing visualization



Salesforce is the leading provider of CRM solutions to the market today and is used by more than 100,000 companies worldwide. Accessible to sales teams via the Cloud, Salesforce extends its Force.com development platform to independent software companies such as Vistaar so that they can build complementary business applications on Force.com.

Why Vistaar?

Vistaar Value Proposition

- Improved profitability due to best practice adherence
- Better productivity due to streamlined processes
- Smarter decisions through multi-dimensional customer, product, deal analytics
- Mitigation of customer and partner revenue leakages with proactive analysis
- More effective promotions and price changes
- Improved deal negotiations with dynamic data and in-line analytics
- More control with automated review and approval process
- More effective deployment of strategies due to better business alignment
- Improved “field” empowerment with appropriate governance

Vistaar Price Performance Management Solution

- **Flexibility:** Enables modeling of highly complex organizations, products, market segments, etc.
- **Integrated Simulation Capabilities:** Scenario planning for any function or level; integration between planning and execution
- **Business-driven User Interface:** Versatile UI which facilitates user adoption while retaining full solution capabilities at the back-end
- **Extensible Architecture:** Enables integration of other functions, organizations, capabilities into a single unified data model and pricing platform



Vistaar is a leading provider of price performance management solutions. Vistaar's pricing software enables companies to achieve pricing best practices through price analytics, price optimization, price list management, and deal management. Vistaar is working with some of the world's largest manufacturers, distributors and service providers to transform pricing operations into a strategic advantage. For these companies, Vistaar pricing solutions drive measurable price and margin improvements that deliver profitable growth and maximum shareholder value. Vistaar's operations include six offices across North America, Europe and Asia.

Vistaar Headquarters
200 Lanidex Plaza
Parsippany, NJ 07054
UNITED STATES
Tel: +1 973 581 6300

Santa Clara Office
2975 Bowers Avenue, Suite 307
Santa Clara, CA 95051
UNITED STATES
Tel +1 408 492 100

European Office
One Kingdom Street
London W2 6PY
UNITED KINGDOM
Tel +44 203 356 9773

Copyright ©2011
DS-VSP-0112
Vistaar Technologies, Inc.