



Vistaar Pricing Solutions

Price Performance Management Solutions

What Can Vistaar Pricing Solutions do for Your Company?

It is well documented that pricing provides the fastest and most effective way for companies to grow profits. However, even companies who understand and agree with this tenet can find it difficult to implement pricing best practices with any consistency and long-lasting impact.

Factors that make pricing a challenge:

- Elements of the price waterfall are owned by different stakeholders
- Pricing is intertwined with other business processes
- Existing ERP systems work in functional silos and do not provide analytics & forward-looking guidance to make intelligent pricing decisions
- Excel-based models and workbooks are often ad hoc and managed independently
- Pricing involves actions and coordination across many different people and groups throughout the company.

Vistaar's pricing solutions were designed with this in mind. Solutions are modular in nature and enable fast and easy configurations to support specific roles and processes across functions.

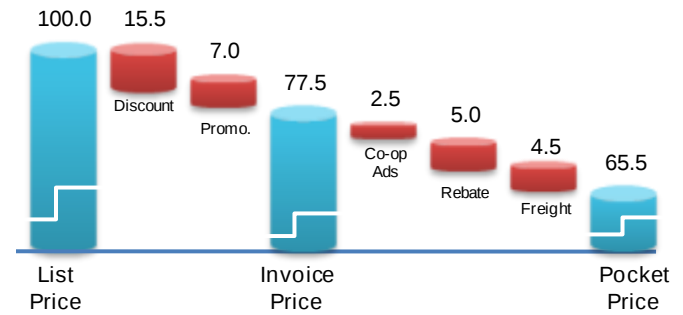
Vistaar's pricing solutions enable companies to improve their closed-loop pricing processes by empowering decision makers across the organization to:

- **Identify leaks in revenue and profits** by conducting deep analytics (waterfall, trend, etc.) for all revenue and cost factors;
- **Develop optimal pricing strategies for target markets** using modeling and forecasting techniques that help identify market opportunities and generate optimized price recommendations;
- **Incorporate price science based insights** with user experience and know-how for better pricing intelligence and decision making;
- **More efficiently manage and enforce price and pricing policies** through seamless integration with existing order and quoting systems;
- **Collaborate on pricing actions** by enabling all stakeholders to work off of a single price planning system of record;
- **Establish metrics and incentives** that better align decisions at the execution level with overall corporate objectives;
- **Gain visibility** into ongoing pricing performance, support for negotiations, and insights into new opportunities.



Vistaar's Enterprise Pricing Solution

The Vistaar solution is built on an integrated platform that provides end-to-end price management solutions plus support for associated processes such as business planning and forecasting. The solution incorporates advanced analytics, price science and execution capabilities. Our unique technology enables companies to represent the complexity of their business within the software without incurring costly customizations and long implementation times.



Price Waterfall Analysis

Price and Incentive Setting

Setting effective prices and discounts involves a complex array of variables to create offers that meet customer needs and align with their willingness to pay. Vistaar facilitates sophisticated waterfall & trend analysis and enables optimized price, promotion & incentive setting.

Vistaar uses price science and rules based calculations to support list price setting and management, promotions and incentive planning, and price segmentation.

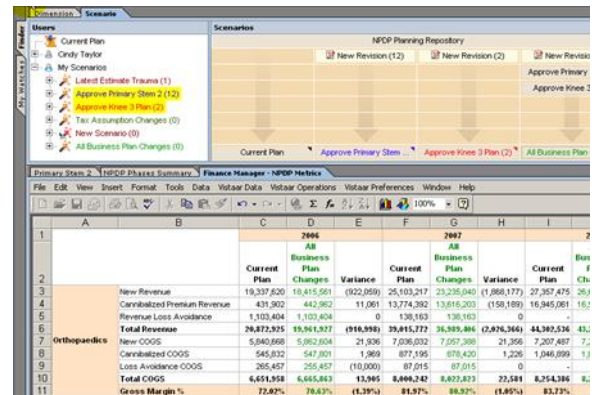
Sales and Channel Management

Vistaar enables comprehensive metrics & scorecard tracking for sales channels, accounts, products, and sales personnel.

Price and Revenue Planning

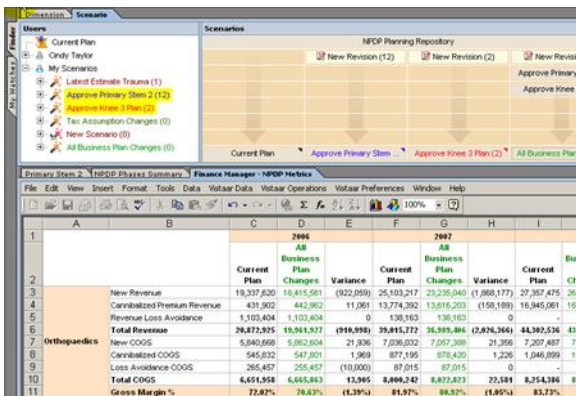
Vistaar arms marketing and business planning groups with the consistency of data and analytical rigor they need to monitor market dynamics and identify opportunities for both existing and new products.

With simple drag and drop functionality, users can create scenarios for any number of variables such as price, cost, and other inputs and analyze their impact on revenue, margin and market share. These scenarios can be applied across the entire portfolio to determine their impact on business performance.



Price Segmentation Analysis

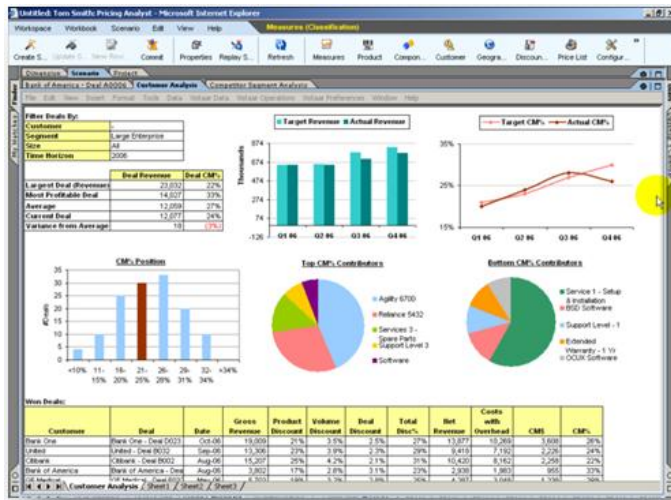
Vistaar enables Finance & Sales management to achieve better financial performance by helping with penetration and growth strategies. It enables setting of price guidelines/rules and tracking of sales quota to drive better sales performance.



Vistaar Scenario

Deal and Contract Price Management

Vistaar delivers sophisticated deal, peer group and competitive insights for sales. Armed with this information, sales personnel can drive better deals and realize optimized margins.



Customer & Deal Dashboards

Coordination between marketing, sales, and the deal desk is critical during negotiations to ensure accurate communication, quick turnaround and desired results.

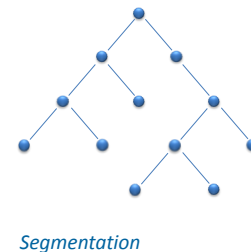
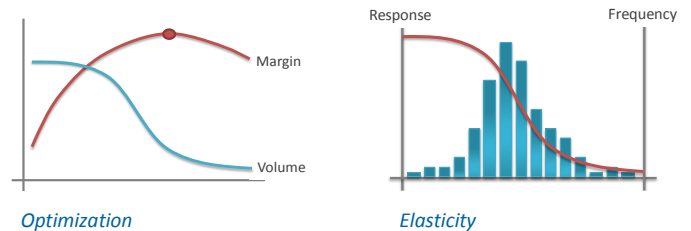
Vistaar supports the entire pricing process by delivering function-specific information while facilitating collaboration between groups. System-generated intelligence such as contextual deal analytics, price guidance and peer-based win probabilities provide each group with the data they need to support intelligent, fact-based decisions during the deal process.

Vistaar Price Science

Vistaar maximizes price differentiation through the use of science-based segmentation. This method combines sophisticated statistical techniques with business analysis to accurately model customer willingness-to-pay. The Vistaar solution predicts buyer response to pricing variables at a granular, segmented level. The user receives guidance for deal and list pricing that maximizes business objectives within the context of business rules, capacity constraints and strategic targets.

The Vistaar Pricing Solution provides:

- State-of-the-art predictive and optimization algorithms
- Breadth of pricing techniques, statistical methods and optimization solvers
- Competitive implementation costs and TCO
- Simplicity and transparency
- Scenario and sensitivity analysis



Sample Use Cases with the Vistaar Pricing Solution



Price, configuration, bundle and offer planning for **High Tech** companies



Promotion planning & optimization and price structure management for **Beverage Alcohol**



Rate card optimization, project configuration & quoting for **Services**



Price planning, segmentation & optimization for **Life Sciences**



Value based pricing for **Manufacturing** and price setting of after-market parts & services

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.

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