# zilliant PRICE IQ

## Reimagine Pricing with Price Optimization

### POWER INTELLIGENT COMMERCE WITH PRICE OPTIMIZATION

Setting prices that make sense for each unique selling circumstance within a B2B company can be an amazingly challenging endeavor.

The many ways a company prices — list, matrices or tiers, customer-specific agreements, spot negotiations and overrides, all of which are interconnected — drive complexity. Distributed pricing decisions, large customer and product counts, and complex product configurations further complicate the pricing process. It can become unmanageable to account for all of the factors that influence price, including cost changes, competitive dynamics, product velocity, customer relationships and types, geographies, and order circumstances.

It's no wonder the go-to method of complicated spreadsheets or generic manual tools no longer suffice in setting the nuanced pricing that's critical to meet P&L targets. Rather, a more sophisticated approach is necessary: price optimization.

Zilliant Price IQ® is the only price optimization application with the ability to simultaneously account for all the factors that drive price, rationally align price/customer/order/product relationships simultaneously, and statistically measure what drives price response in the market, all while enforcing necessary guardrails and producing price guidance for all the different ways price is expressed in a B2B business.

- Optimize prices across all modes: list, matrix or tier, customer-specific, and spot negotiations and overrides
- Enforce rational price relationships using optimization, as opposed to rules
- Unique capability to measure price elasticity
- Flexibility to adjust segmentation structures
- Goal-seeking what-if scenarios to align business goals with pricing strategies
- Dedicated support team of industry, pricing and data science experts
- Deliver market-aligned pricing in just 90 days
- Generate a 10X ROI in less than a year
- Best customer experience in the price optimization market

### HOW IT WORKS

First, Price IQ transforms and augments the datasets relevant to your company – transaction, customer master, product master, competitive information, thirdparty, market data, eCommerce or otherwise – to identify and derive the attributes, or factors, that statistically influence price in your business. It organizes those attributes into an optimal pricing segmentation structure to balance explanatory power and model sophistication. Users can easily explore other segmentation structures and dynamically adjust segmentation attributes using the segmentation manager feature.

After determining the market price in each segment, Price IQ measures the price elasticity within each microsegment, predicting the expected change in volume and win rate from a change in price. This unique capability allows you to set objectives to maximize profit or revenue, or a point in between, and tailor the strategy differently across different business dimensions.

In the optimization process, Price IQ simultaneously aligns price relationships across multiple dimensions such as good-better-best product relationships, small-medium-large customer spend sizes, and small-medium-large order sizes, and ensures business rules, such as minimum margin or caps on the amount of price change, are enforced. With each run of the optimization engine, Price IQ computes the optimal set of prices based on your revenue or margin goals, subject to the price relationship and/or business rules you'd like to enforce.

This unique approach produces price recommendations that are both rationally aligned and optimized toward achieving your objective.

Best of all, your company's in-house experts are in complete control of this model and the strategy, fine-tuning the price strategies via goal-seeking scenarios to simulate and predict margin and revenue impacts before prices are in market.

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## GAIN MORE STRATEGIC CONTROL OF MARGIN & REVENUE PERFORMANCE

With the Price IQ Strategy Interface and Visual Analytics, you have the unprecedented ability to use pricing as a strategic lever to improve business performance and direct your revenue or margin performance. Your pricing experts are in control to set price strategies and goals, visualize the predicted impact of price changes, and then validate recommended prices.

Empower company experts to influence and interact with a dynamic, real-world price model of the business which predicts and simulates how customers will respond to multiple strategies before putting prices in-market. Optimized prices can be published into any quoting, ERP, CPQ or deal management solution. When used in conjunction with the Zilliant Real-Time Pricing Engine™, Zilliant can serve as the pricing system of record, giving customers the ability to bypass legacy inflexible systems to more easily update, manage and dynamically deliver optimized prices into all commercial systems.

Once executed, our Visual Analytics and reporting helps you know, with certainty, how price changes fulfilled the profit and revenue goals of your business while providing pinpointed proof and actionable opportunities for pricing improvement with our Margin Driver Analysis.

**Price IQ is the only application with the ability to:**

- Easily respond to rapidly changing business dynamics and market changes
- Measure price elasticity in each microsegment
- Simultaneously account for business rules and price relationship requirements through constraint-based optimization, as opposed to sequential rules or if-then statements
- Predict the revenue and margin impact of price changes before publishing them in market
- Control and execute optimal pricing strategies to achieve multiple P&L objectives

## HIGHEST ROI. BEST CUSTOMER EXPERIENCE.

The reason Zilliant customers outperform their peers?

In addition to world-class AI and data science, our industry-leading price optimization and management solutions were recently named a Leader in the **IDC MarketScape: Worldwide B2B Price Optimization and Management Applications 2021 Vendor Assessment**. Customers rated Zilliant highly for customer success, satisfaction, level of support and value for price paid. Additionally, IDC recognized Zilliant for continuing to build out innovative new functionality to increase the effectiveness of our pricing solutions.

With the support of a dedicated Zilliant team of pricing, data science and industry experts, we prioritize customer success by taking the time to understand the unique dynamics of each business. This approach, paired with world-class AI and data science, enables you to power intelligent commerce by connecting your commercial strategies with effective execution.

Price IQ can generate 10X ROI in less than a year and be up and running in 90 days.

*One of 42 standard Visual Analytics views across eight workbooks: Price Review, Segmentation Manager, Price Defense, Model Analytics, Margin Driver Analysis, In Market Reporting, Elasticity Analysis & Data Discovery*

## GET STARTED

We believe deeply in investing in customer success, starting with the first conversation.

Contact us today **www.zilliant.com**