

# Vendavo

## Company Overview



### At a Glance:

- Founded in 2000
- Based in Mountain View, California; offices in Chicago and Prague
- 340+ employees
- 100+ B2B customers
- Awarded top rating by Gartner in 2011
- Solution resold by SAP



## Vendavo Delivers Profit From Price

Vendavo helps companies generate 10 - 30% additional profit from price, enabling them to achieve competitive advantage. We arm sellers with the same sophisticated capabilities that buyers have been leveraging for years to ensure they get the best prices.

The Vendavo solution drives bottom-line results by giving businesses true visibility and control over their complete pricing lifecycle. We enable our customers to:

- **Find The Line**<sup>™</sup> by uncovering opportunities to improve profits
- **Set The Line**<sup>™</sup> by quickly transitioning from static to dynamic pricing
- **Hold The Line**<sup>™</sup> by aligning sales behavior to corporate objectives

## The Leader in Pricing

Vendavo is the Price Management and Optimization solutions provider trusted by some of the world's biggest names in high-tech, chemicals, manufacturing, medical devices, mill products and distribution.



**SIEMENS**



## An Ecosystem That Drives Results

The Vendavo Pricing Suite is the only solution to be selected, tested and certified by SAP, and resold as *SAP Price & Margin Management by Vendavo*<sup>™</sup>. SAP recognizes that a pricing solution is a vital part of a complete enterprise software offering. Other key partnerships include:

**ORACLE**<sup>®</sup>



**Deloitte**

**accenture**<sup>></sup>  
High performance. Delivered.



“**Vendavo receives a Strong Positive rating for its focus and visibility in B2B markets...close relationship with SAP, and product strengths in pricing analytics and deal management.**”

**Gartner MarketScope for Price Optimization and Management Software for B2B, 2011**

## Why Vendavo?

Vendavo is THE most assured way for B2B companies to become more profitable by realizing fair prices for the value they deliver. Leading companies look to Vendavo to ensure success in their strategic pricing initiatives. Vendavo delivers:

### 1. Deep Pricing Experience From Your Industry.

- **Experience That Matters.** With Vendavo, you don't just get pricing science, but real world experience from industry pricing experts who have led strategic pricing at some of the largest global companies.
- **Unique Industry-Specific Pricing Playbooks.** Vendavo has captured pricing insight in its value realization playbooks to address virtually every source of margin leakage across B2B industries.
- **Exclusive B2B Optimization Methodology.** Vendavo invented the Power & Risk™ methodology – the only truly relevant price segmentation methodology in B2B.

### 2. Assured Success For Your Pricing Initiative.

- **Dedicated to Your Success.** With Vendavo, you get much more than just best in class software, including the backing of the only Customer Success Organization in the industry.
- **With You at Every Step.** From first contact to training and value realization, Vendavo provides hands-on support from industry pricing experts who are there until you are successful. And beyond.
- **Solutions with Embedded Best Practices.** Vendavo offers the only solution with baked in insights from hundreds of implementations at the leading B2B companies.

### 3. Mitigated Risk and Maximized Results.

- **Modest investment, Fast Time-To-Value.** With the Vendavo *JumpStart*™ program, you can start small with pricing analytics, see value quickly, and scale.
- **Value Consistently Delivered.** Vendavo customers have consistently seen results of 10 – 30% additional profit from price each year. We have the numbers to prove it.
- **Most Trusted Name in B2B Pricing.** Vendavo is the only pricing solutions vendor resold by SAP under its own name and consistently chosen by leading B2B companies around the globe.

**Contact us and learn how Vendavo can improve margins for your business. Call us at (877) 836-3286 or visit us at [www.vendavo.com](http://www.vendavo.com).**