

Vendavo 8[™] Pricing Suite

Empowered Pricing



Vendavo 8 at a Glance:

- Best-in-class pricing software
- Self-service dashboard and analytics
- Built-in best practices

Need profit? Have you considered price?

Most companies have tried just about everything they could think of to increase profitability. They've squeezed their supply chains, they optimized, right sized, and downsized their sales forces. These are all ways to create value, but how about capturing value? There really is just one way – price.

So why don't most companies consider price as a means to profit? Well, most companies think they've already mastered it. "We added a markup didn't we?" Well there's a lot more to it than that. The reality of pricing in most companies today is that no one person knows how or why products are priced the way they are. A complex web of contracts, volume agreements, corporate and regional discounts, rebates and price bundles make pricing less than transparent, a challenge ideally solved with the help of software to empower your whole team.

Empowered Pricing With Vendavo 8

With Vendavo 8 we've made it easy to empower your entire team to improve profitability by making pricing an organizational discipline. With Vendavo 8's new self-service pricing capabilities, you can:

- Arm your front-line team with pricing analytics
- Enable your team to quickly respond to market changes
- Make it easy for people to collaborate on the same deal

Vendavo 8: The Power of Complete Pricing

The Vendavo 8 Pricing Suite enables B2B companies to tackle the most complex pricing challenges and increase revenue and profits with a complete pricing lifecycle.

Find the line with Vendavo Profit Analyzer. Uncover profit opportunities by improving your product and customer mix and

Vendavo 8 enables you get additional profit from price by capturing more of the value that you already create.

“Vendavo challenged us and helped to develop a new price structure, process and strategy – other vendors were happy to take our current way of working on put it into their tool.

Vendavo simply understood our business better.”

- Asif Masaud, Global Pricing Manager, **Sony Ericsson**

ensuring compliance to negotiated terms.

- Understand the true profitability of customer and products with guided opportunity visualization
- Identify what’s driving unprofitable deals with deal performance analytics
- Continuously improve your pricing competence with pricing root cause analysis

Set the line with Vendavo *Price Manager*. Rapidly transition from static to dynamic pricing to respond quickly to changes in the market.

- Maximize profits across your portfolio with flexible and proven pricing methodologies
- Confidently implement intelligent pricing strategies with powerful “what-if” analysis
- Efficiently manage and update global pricing policies with unified pricing processes

Hold the line with Vendavo *Deal Manager*. Align sales behavior to corporate objectives to increase margins on every transaction and eliminate pricing errors.

- Remove uncontrolled pricing variability with powerful deal guidance and process automation
- Create a sales negotiation advantage to confidently capture value with contextual deal analytics
- Do more deals and increase win rates with decreased time-to-close

Why Vendavo?

Vendavo is THE most assured way for B-to-B companies to become more profitable by realizing fair prices for the value they deliver. Vendavo helps companies generate 10 – 30% additional profit from price, allowing them to achieve competitive advantage.

Contact Us

To learn more, visit <http://www.vendavo.com/vendavo8> or call us at 1-877-836-3286.