

## Profit Finder™

More Profit in 30 Days. Guaranteed.



### Profit Finder enables you to:

- Identify sources of margin leakage
- Pinpoint errant behavior
- Apply industry specific playbooks & pricing science

### Profit Finder™

Guaranteed Profit Identification Service (GPS)

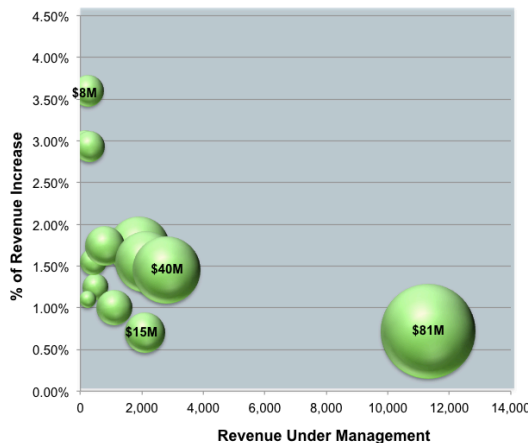
The importance of pricing as a critical profit lever is becoming increasingly well understood across business-to-business (B2B) companies. Yet, many companies face significant challenges in developing comprehensive pricing initiatives and executing them. One key area that many companies struggle with is just how to get started with pricing. Where should we start? How do we build a business case for pricing? What value can we expect for our business? Inability to answer these questions confidently results in companies ignoring the most important opportunity they have to improve profits.

Vendavo *Profit Finder* is a solution specifically designed to mine *your* data with *our* software and *our* pricing expertise to help you improve margins rapidly. With *Profit Finder*, our objective is to:

- Enable you to quickly improve your profitability with a limited investment
- Leverage available data to provide compelling pricing insight
- Deliver actionable results in a very short time

### Guaranteed Results

By using your data, we identify top pricing opportunities to help improve margins by at least **0.5% of revenues within 30 days** of receiving your data, or your money back! That amounts to \$5 million in profits for every \$1.0 billion in sales, with no downside risk. We are able to confidently offer this guarantee because the *Profit Finder* solution has never failed to identify at least 0.5%.



**Every**  
Vendavo  
**Profit Finder™**  
project has  
achieved at least  
**0.5% ROS**

By implementing *Profit Finder*, a multi-billion dollar life sciences company identified an **additional 1.25% of sales to the bottom line.**

### How it Works

The approach for *Profit Finder* consists of 5 simple steps:

1. We **LOAD** two years of your transaction data
2. We **RUN** 2 - 3 industry-specific hypothesis
3. Our pricing science team works to **EVALUATE** the programmatic results and identifies other trends
4. We **PREPARE** the results for your online viewing and manipulation
5. We **MEET** weekly to suggest ways to quickly capture value

### We leverage your easily available data

One of the biggest challenges in any analytics initiative is data. This is further compounded by limited availability of already stretched IT resources. With *Profit Finder*, we leverage readily available data such as sales reporting and invoices. Rather than build a complete price waterfall we work with a limited set of waterfall elements. Having worked with multiple customers, our team has deep expertise on where and how to access this information rapidly from your existing systems.

### We use our software, pricing science and pricing expertise

Vendavo software is used by leading B2B companies across industries to identify and capture pricing opportunities. Our team of pricing domain experts and pricing scientists leverage Vendavo software to analyze your data. Examples of analysis performed by the team include price variation analysis, cost to serve analysis, and price waterfall analysis. We work closely with your team to rapidly identify a set of high value opportunities in your business.

### We deliver profit opportunity with action recommendations

Our output to you is a comprehensive list of the top pricing opportunities in your business based on the data provided. We also go a step further by providing in-depth playbooks for each of the top opportunities. Each playbook details specifications and steps that you can implement to capture available margin opportunities. With the playbooks in your hands, Vendavo software is available for your use for 30 days.

### Take the First Step

*Profit Finder* is an important first step in building momentum for a pricing initiative. It's based on limited data and is implicitly constrained to a specific time period. It provides immediate actionable pricing insights that you can leverage to improve margins with a low investment.

### Contact Us

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