



The **smart pricing concept** for

COMMERCIAL EXCELLENCE

SMART PRICING

We optimize your pricing based on major price drivers, such as markets and price elasticity, customer groups, competitive environment etc. Based on defined price corridors you will be able to drive your pricing systematically to the optimum | **SMART PRICING**



DRIVE PRICING SYSTEMATICALLY

We enhance your product-based pricing with critical market and customer drivers

We implement a strong target-pricing system to drive pricing strategically

Increase your hitrate in the market via exceptional pricing intelligence

Your concept can be incorporated in our software solutions

Be able to **DRIVE TO THE OPTIMUM** via market based pricing