

Business Challenges

As digitalization continues to transform B2B commerce, companies need a way to easily identify the right price for every quoting situation in order to improve win rates, customer experience, and financial performance.

Research shows that 82% of B2B buyers now expect a B2C-like buying experience and yet only 27% of B2B buyers say suppliers excel at meeting this.

To remain competitive, B2B sellers must provide highly personalized, and accurate solution offerings of the right products, at the right prices, while delivering a superior customer experience.

In too many cases, companies simply don't have the ability to easily identify the right price for sales to use in each unique selling situation.

Introducing Vendavo Deal Price Guidance

VDPG is an intelligent, AI-enabled solution that delivers deal-specific pricing guidance directly to a customer's CRM and quotation workflow while continuously optimizing deal win rates, enterprise profitability targets, and the overall customer experience.

Unlike other black-box solutions which rely on proprietary algorithms and basic math models, VDPG enables a blend of advanced AI combined with expert human intelligence that delivers optimal pricing intelligence specific to the enterprise and the deal itself directly to sales teams.

VDPG is delivered on an agile SaaS architecture so that system configuration can be achieved in as little as 24 hours.

KEY CAPABILITIES

AI with Expert Human Intelligence

- Use pricing science algorithms to build the complete segmentation tree
- Manually set, modify, and add changes to reflect business judgement at the broadest and most granular levels
- Provide statistical feedback and safety nets to ensure profitable outcomes and confidence

Ease of Implementation

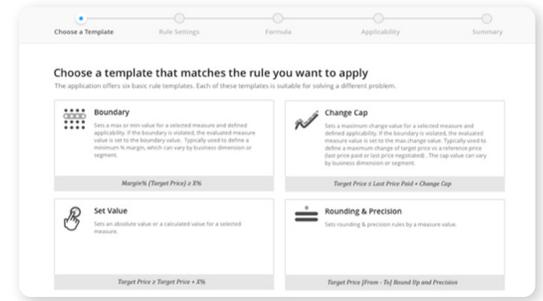
- Configured in 24 hours
- Seamless integration and publishing into Vendavo CPQ Cloud or other quoting tools using REST API
- Easy operation of segmentation model with intuitive functionality

Confident Pricing Guidance

- Transparent pricing segmentation
- Explainable recommendations through statistical and visual interface
- Data visualizations based on historical transactions
- Model the full net results of all applicable pricing terms to support pricing decisions

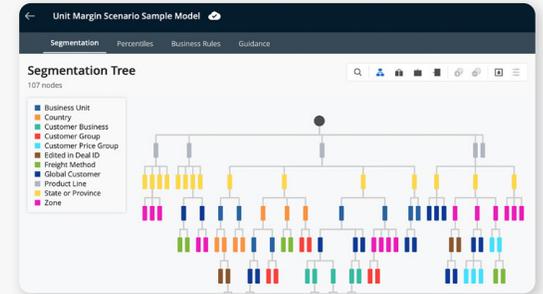
Flexible Business Rules

Easily consider continuous market dynamics like supplier cost increases, competitive pricing changes, and others to allow for smart adjustments to your intelligence engine.



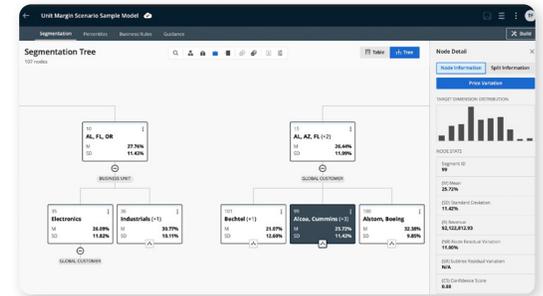
Easy to Use

Easy to navigate UI uses enhanced navigation and meaningful labels that emphasize information for key decision-making. Users can easily sort and search customer segments according to numerous criteria.



AI Driven Segmentation

Structure the segmentation with key dimensions that define your business, such as business units and geographies. Then apply Vendavo's AI to determine customer willingness-to-pay. Continuously fine-tune the AI with statistical feedback and safety nets.



Optimized Pricing

To enhance the power of Deal Price Guidance for your business, you can also add Vendavo's Deal Price Optimizer, which uses our patented Power and Risk™ algorithm to calculate the optimal target, floor, and stretch pricing with discounts and your enterprise profitability goals in mind. Set deal-specific differentiated target pricing guidance aligned with customer willingness to pay, and distribute directly to field sales via CRM, CPQ, and other quotation tools.

