

# Model N



Gain actionable pricing insights

Outpace the competition

Improve margins and revenue

Validate price performance

## Price Intelligence

### ***Improve Margins and Validate Pricing Performance***

In today's fast-paced economy, pricing success is the key to High Tech and Semiconductor companies. Pricing flexibility opens huge opportunities for maximizing revenue and profitable top line growth. For many executives, understanding how pricing has impacted the bottom line is a leading indicator of gaining market share. According to Bain & Company's global survey of more than 1700 sales leaders, "Roughly 85% of respondents believe their pricing decisions could improve." In any business, identification of poor price performance coupled with valid insights is key.

### ***Model N Price Intelligence***

Model N Price Intelligence brings immediate business intelligence into the price performance negotiation with advanced customer and quote analysis designed for high-tech and semiconductor industries. Price Intelligence offers insights into price performance by customers, products, territories, strategies, contracts, and channel incentives providing granular visibility.

Price Intelligence enables pricing teams to stay ahead of the competition and to assess the pricing strategies that improve margins, revenue and profitability. The objective of price analytics is to provide insights into understanding profit drivers, identify revenue leakage sources, and pricing anomalies across customer segments. These insights will help users measure the impact of different pricing strategies, benchmark customers, and devise new contract and rebate strategies. The Price Intelligence Profitability Dashboard enables you to detect profitability issues and opportunities across multiple business dimensions.

Model N Price Intelligence brings real-time business intelligence into the price negotiation process. Price Intelligence empowers your sales and marketing teams to maximize profits from each transaction by providing interactive views that analyze relevant customer, price, margin, win/loss, and competitive data. This provides price guidance at the point of negotiation. With access to real-time data you can explore into granular transaction-level details. With these details, sales and marketing leaders can evaluate more quotes faster without leaving money on the table.

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## Key Components of Price Intelligence

Customer Analysis provides users with a comprehensive view of the customer account at the point of transaction, enabling sales and marketing managers to assess customer value and providing a foundation for pricing decisions. Key features include:

- **Profitability Dashboard:** spot at-a-glance margin and revenue issues, drill down and identify root cause using Price Waterfall charts
- **Price Distribution (Channel / Direct) Dashboards:** measure the impact of outlier prices on overall profitability
- **Price Bands:** show prices grouped in bands, measure absolute and percentage margin and revenue contribution.

## Benefits

Maximize the investment in the only revenue management solution for your industry with the Intelligence Cloud solution that enables you to:



Increase profitability by easily identifying problem areas and margin opportunities



Understand which steps in the revenue lifecycle, from price tables and pricing rules to contracts, quoting is leaking margin

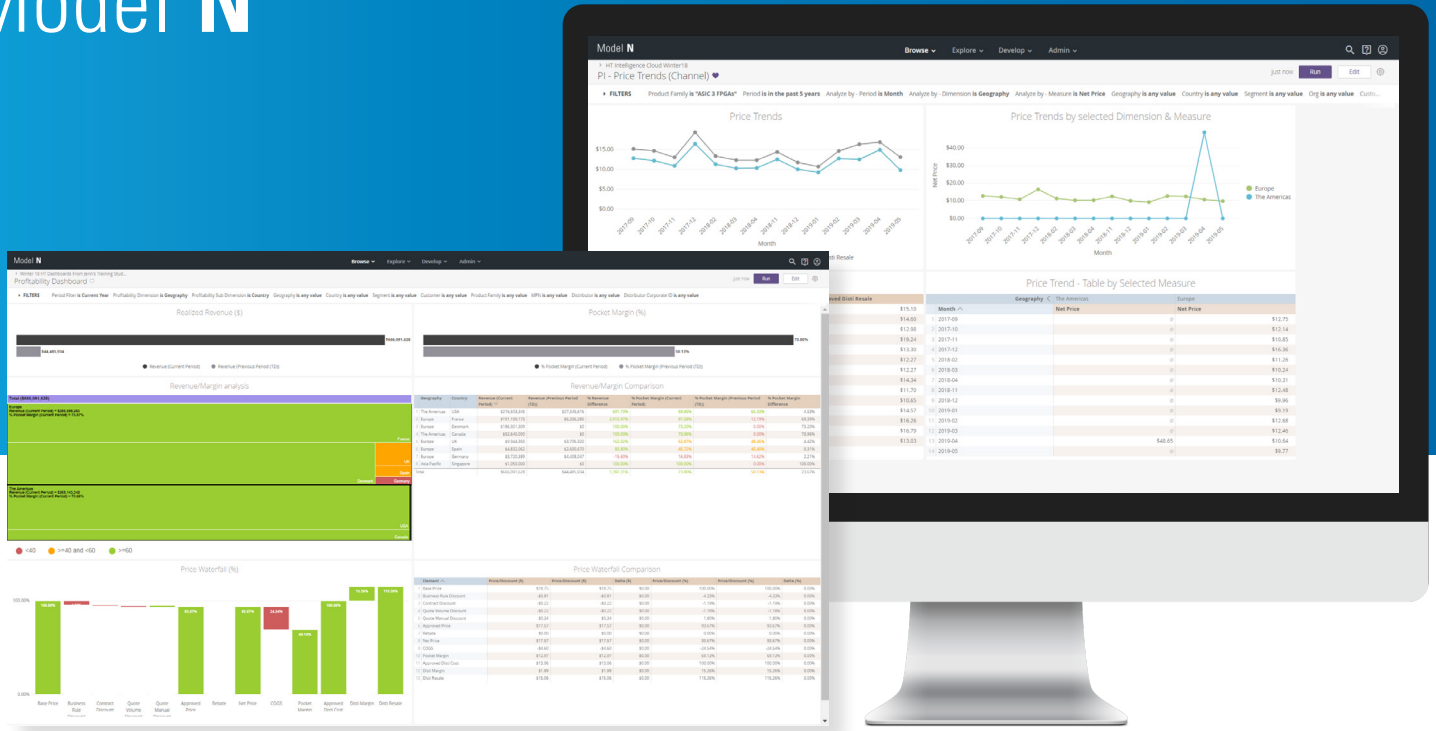


Compare channel efficiency across multiple dimensions, such as geography, product family, end customer segment/industry



Identify outliers across channel and direct business, understand the reasons behind price inconsistencies

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Leveraging the wealth of revenue management data (from Model N or other solutions), with the ability to integrate other internal or third-party data in an analytics-specific datamart.

- Utilize out-of-the-box, industry-specific visualizations to measure performance by – customers, products, territories, strategies, contracts, and channel incentives. Granular visibility into price and contract performance across all facets of the gross-to-net price waterfall is also provided
- Obtain answers to questions in a few clicks via user-friendly ad-hoc capabilities without IT or analyst assistance
- Provide actionable guidance to address profitability and revenue risks across a portfolio of accounts or SKUs with advanced scenario simulation and projection based on industry models and historical data
- Explore the revenue and pocket margin percentage for a selected profitability dimension including; product family, segment, geography, and distributor
- Analyze revenue by viewing the size of each block. The size of the block is proportional to the revenue amount.