

Diver Platform™ Pricing Advisor™ for Supply Chain



OPTIMIZE MARGINS AND PROFITABILITY WITH GREATER INSIGHT AND CONTROL

In consumer goods companies, product pricing is complex, requires constant oversight of rapidly changing elements, and is difficult to track. Companies able to leverage a systematic approach to price management gain a distinct competitive advantage through optimized margins and higher profitability. Large product portfolios, a growing numbers of SKUs, a variety of cost elements and distribution channels, and many accounts combine to create a complex process. Compounding these challenges is the lack of integrated systems and tools to manage and analyze pricing data, plan and model price strategies, and calculate the impact of anticipated changes and show chargebacks.

PRICING ADVISOR

Pricing Advisor ensures price points are hit, no money is left on the table, and margins are kept within target ranges. The ability to see all of this in a centralized location and also see all deal levels across all tiers and channels allows users to manage their data better.

Pricing Advisor's powerful ad hoc analysis capabilities enable beverage alcohol companies to discover opportunities for margin and profitability improvements and take action to grow revenues through effective price management.

MEET COMPLEX PRICING REQUIREMENTS WITH A CENTRALIZED PRICING SOLUTION

Pricing Advisor integrates and leverages existing cost data and pricing elements to deliver a pricing solution. Case sales, state and federal tax data, product names, product details, and product costs are seamlessly integrated from source systems and master lists or input directly. Using centralized pricing information, sales, marketing, and management are assured that the correct pricing version is in effect and that price changes are communicated in real time directly to users and via email notifications.

Leveraging the technology of **Diver Platform™**, Dimensional Insight's all-inclusive, end-to-end business intelligence and information delivery platform, **Pricing Advisor** provides a fast, easy-to-use, one-stop pricing solution designed to deliver easy-to-understand results and powerful pricing analytics. **Pricing Advisor** enables rapid data entry, "what-if" analysis, automated tax calculations, price change audit trails and reports, chargebacks, and role-based pricing information delivery.

IMPROVE PRICING EFFICIENCY:

- Manage profitability better throughout the distribution channel, including visibility into price deals at every level and every market for every brand and SKU while seeing blended averages at higher levels
- Effectively manage price structures to reduce margin leaks and comply with state laws
- Improve pricing transparency
- Create market-ready pricing for all unique state pricing requirements and unlimited deal discount levels by channel and account type
- Improve management of price structures across the product portfolio by working bottom-up or top-down
- Use trends to create new price structures

What If Analysis: Product Price Level

State: Arizona | Distributor: Southern Wine & Spirit | Shipping Point: PR1 | Alcohol %: All Values (11) | MIP: Cabrito 1.0 L | Product Size: Liter | Pack: 12 | Year: 2018 | Month: 04 | Period: R3

MIP	Current Volume	Product Group	Proposed Volume	Pack	Product Size
Cabrito 1.0 L	0.00	Spirits - Distilled	200.00	12	Liter
	Current	Current Extended	Proposed	Proposed Extended	Impact
COGS	\$ 89.79	\$ 0.00	\$ 96.00	\$ 19,200.00	\$ 19,200.00
FET	\$ 34.21	\$ 0.00	\$ 34.21	\$ 6,842.87	\$ 6,842.87
Overseas Freight	\$ 0.00	\$ 0.00	\$ 5.00	\$ 1,000.00	\$ 1,000.00
Dreyage/Customs/Duties	\$ 0.00	\$ 0.00	\$ 1.00	\$ 200.00	\$ 200.00
Landed US	\$ 124.00	\$ 0.00	\$ 136.21	\$ 27,242.00	\$ 27,242.00
Supplier MU	13.70 %		7.34 %		
Supplier Margin	10.17 %		5.88 %		
Supplier \$ Profit	\$ 16.98	\$ 0.00	\$ 10.00	\$ 2,000.00	\$ 2,000.00
Net FOB to Dist	\$ 140.97	\$ 0.00	\$ 146.21	\$ 29,242.00	\$ 29,242.00
List Price to Dist	\$ 167.00	\$ 0.00	\$ 170.00	\$ 34,000.00	\$ 34,000.00
Supplier Profit After Adj	\$ 43.01		\$ 33.78		
Inland Freight	\$ 16.73	\$ 0.00	\$ 17.83	\$ 3,565.99	\$ 3,565.99
Purchase Allowance	\$ 0.00	\$ 0.00	\$ 4.00	\$ 800.00	\$ 800.00
Supplier Profit After PA	\$ 43.01		\$ 29.78		
State Tax	\$ 9.50	\$ 0.00	\$ 9.50	\$ 1,900.00	\$ 1,900.00
Variable Tax	\$ 0.00		\$ 0.00		
FOB Landed to Dist	\$ 193.23	\$ 0.00	\$ 213.00	\$ 42,600.00	\$ 42,600.00

Deal Level	MIP	Current Volume	Percent	Proposed Volume	Percent	
DEAL	Cabrito 1.0 L	0.00	33.33 %	66.66	33.33 %	
		Current	Current Extended	Proposed	Proposed Extended	Impact
	Discount to Retailer	\$ 5.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
	DA or Free Goods w/ Funding %	100.00 %		100.00 %		
	DA or Free Goods w/ Funding Amt	\$ 0.00	\$ 0.00	\$ 3.00	\$ -199.98	\$ -199.98
	Supplier Profit After DA	\$ 43.01		\$ 26.78		

Valid Business Rules Are:

Profit Type	From	To
Supplier Profit Dollars	\$ 1.0	\$ 200.0
Supplier Mark Up Pct	10.0 %	200.0 %
Supplier Margin Pct	5.0 %	50.0 %
Distributor Profit Dollars	\$ 1.0	\$ 200.0
Distributor Mark Up Pct	10.0 %	200.0 %
Distributor Margin Pct	5.0 %	50.0 %
Retailer Profit Dollars	\$ 1.0	\$ 200.0
Retailer Mark Up Pct	10.0 %	200.0 %
Retailer Margin Pct	5.0 %	50.0 %

Pricing Advisor's "What if" analysis provides a powerful tool for ad hoc analysis

PRICING ADVISOR DELIVERS:

- Centralized management of cost and pricing information through all distribution tiers in all markets
- Streamlined price management and communications workflows across distributed organizations delivered to diverse users
- Trend analysis, enabling changes to be made in real time
- Guided and automatic calculations, analysis, and modeling of price changes and scenarios
- Chargebacks



About Dimensional Insight

Dimensional Insight is a leading provider of integrated business intelligence and data management solutions. Our mission is to make organizational data accessible and usable so everyone from analysts to line of business users can get the information they need to make informed, data-driven decisions.

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