

# Do you have true pricing visibility?



A \$1.5 billion global manufacturer was struggling to systematically control and manage pricing company-wide. We developed a technology to change that.

## The Result.

**The right pricing information led to better pricing decisions – and a \$7.2 million boost in revenue.**

## The Challenge:

An economic downturn. Workforce reductions. Our client was a leader in their field, yet they weren't immune to outside forces. They needed help addressing pricing mistakes and looking at their global price positioning so they could succeed. Yet their current processes and systems gave them limited pricing visibility.

## The Solution:

Using data mining, intensive interviews and our DRIVE2PROFIT technology, INSIGHT2PROFIT was able to systematically organize and review thousands of pricing records. Our technology also allowed the client to establish a process for product managers to review pricing approaches and created a dashboard for management to easily review profit progress reports.