## **Level-Up Maturity**

# **your Price**



#### tailored for businesses keen on advancing their pricing strategies. This program aims

**Our Price Maturity Growth Plan:** 

to bolster stakeholder awareness, facilitate the adoption of pricing insights, and enhance your knowledge, ultimately boosting your profit margins. We start with the Pricing Maturity Scan.

To drive your organization's growth, Symson has designed an acceleration program

**Price Maturity Scan** 

#### the ins & outs of Symson's Pricing Solution

Do Price Maturity Scan Download example "Report PM Scan" →

We discover the current state of

your pricing process and explain

Your Current State Based upon the scan we:

Discover the Price Maturity



Pricing 2.0

Pricing 1.0

### Price Strategy

Level of your:

Price Setting & Logic

Organisation

- Discount Policy Tools & Reporting

  - Give you insights of the 4 Pricing
  - Maturity levels via our Playbook

**Transactional** 

Control

Pricing 2.0

**Price List** Management

**Pricing 1.0** 

Maturity

pricing.

maturity.

You are volume driven. Improvement projects for margins in place



Full Value **Pricing** Capturing Science You installed value You develop new based strategy and disruptive profit pricing models. Price Automatisation & Hyperlearning Strategy via Tooling Organisation Pricing Algorithm are You optimise prices in used to discover Optimal realtime with advanced algorithms (machine Price Sensitivity learning). Price Elasticy · Customer Algorithm You develop disruptive pricing models. You are Optimalization as a able to find and add new price drivers to Process of a Learning Organzation. Price Algorithms as parts of your Pricing Pricing & Discount is Process. fully aligned with R&D, Finance, Sales and Marketing and reports directly to CEO. TVO replaces TCO. Pricing 3.0 Pricing 4.0 Download Playbook "Discover the 4 Price Maturity Levels ()

growth plan that helps you to reach Price Maturity Level 2, while benefitting from all the insights that serves organisations that are in Price Maturity 4. A hands on approach to become more mature in your

Practical 'Low-Hanging Fruit' Projects for Price Maturity:

Symson Price Maturity Plan: your Gateway to Advanced Pricing

To propel your organization forward, Symson has developed this

Boost your Margins and Elevate to the Next Level.

#### Why this Plan: Designed for businesses at Pricing Maturity Level 1, our annual plan is the ideal starting point for companies eager to enhance their pricing knowledge and margins. If your organization is not fully aware or not yet ready to utilize pricing tools due to a lack of internal

resources, such as manpower, capacity, or expertise, and lacks a

dedicated pricing manager or team, this plan is tailored for you. At

Symson, we understand that you might be at the initial stages of pricing

The Plan: This plan allows you to connect your data to our platform, giving you access to all the insights, analysis and tools that the Symson pricing platform offers.

As part of your pricing journey or/and as part of the onboarding to Symson, we will organize 12 valuable insights, that are generated by the Symson platform. Each insight will explain to you in a one-hour session by Symson Data Science expert. Each analysis provides insights for margin improvement, creating an better price logic based upon an STP approach, optimizing your price list, and refining your pricing process.

Over the year, you'll become acquainted with pricing optimization,

Valuable Insights to Optimise your current Price Setting

helping your organization advance in pricing maturity.

Insights by Symson's Platform & Algorithms

Price setting | Price Management

Margin Improvement Insights

Elastic Products

Competitor Re-Pricing

13

**Smarter Price List** 

Data & Margin

**Elevate your Business with Tailored Pricing Insights** Boost Your Margins and Enhance Pricing Maturity – 12 Custom Analyses in combination with an One-Hour Sessions with Symson's Data Science Experts

KVI – products

Product (Re) Segmentation

Customer Segmentation

Order | Basket Insights

Customer Loyalty level

STP - Price List Improvements

Price Volume Mix

**Improvements** Customer Loyalty level Use Symson's Insights & Tooling

Realtime access to reports, insights & tooling



OUTSMART

**Competitive** 

**Pricing** 

Competitor Monitoring

Repricing Engine

Combine with Price

Management Suite

· Google Shopping

Product Price Feeds to

• Website Price Scraping

ROI Based Pricing

B2B List Import

Barcode APP

B2B Portal Scraping

· Google Shopping

· Amazon

Native Price Scraping to:

PRICE ENGINE

**Price Management** 

**Suite** 

Dynamic Pricing Strategies

· Build Multiple Dynamic or

· Combine Rules & Price Logic

Brands and/or Attributes

Business Rules

· Keep Profit

· Mark-Up Pricing

· Minimal Margin Rules

· Price within Bounds

· Discounts & Promos

· Stock Check Adjust

Apply Pricing Strategies

· Cost Based Plus Pricing

· KVI Segmentated Pricing

within bounds

· Dynamic Pricing

· RRP Pricing · Customer Group Pricing · Regional & Geographical

· Keep Price from AI or Competitors

· Price Roundings

· Apply Price Logic Categories,

static Price Strategies

Visit this link for a full overview of our features.

AI & ML Price

**Optimization** 

Optimal Price Suggestions

Optimise for Revenue or

Combine Different Models

✓ Margin Optimisation Advice

Recommendations Center

Stock Recommendations

✓ Pricing Analytics & Insights

Run Future Scenarios

Custom Pricing Cycle

✓ Make Use of ML Models

Machine Learning
Pricing Optimization

Maturity Program + Symson Tooling?

Margin Feature

Predictive Analytics

Seasonality Pricing

Price Logic

MARGIN

CUSTOM

**Tailored** 

**Algorithms** 

Custom Algorithm

Customize Symson Pricing

Dedicated Team of PhD

Dedicated Delivery Manager

Fully Scalable Performance

Customization Options:

Advanced Integration

Predictive Analytics

Multivariate Testing

Enhanced Security

Exclusive Updates

Protocols

Access SDK

Capabilities

data scientists.

Development

Algorithms

 ✓ Pricing Elasticity Algorithm Notification Center Price Sensitivity Algorithm Analytics & Margin Dashboard Result Center ✓ Import & Export API

What are the costs of this 12 Insights, 12 meetings, Price

This programme entails 12 hours of meetings with our Pricing Analyst to

explain one of these insights. In each meeting we will explain how you can

Extra Sessions and Insights offer a wide range of sessions in order to help your organisation to become more Price Mature. An overview of our 4-hour sessions Pricing Strategy Framework (Overview & Highlights) STP Price List Optimisation & using Elasticity

We discover the current state of

your pricing process and explain

Solution

**Pricing 1.0** 

Start working with

the ins & outs of Symson's Pricing

Discounts & Rebates

Competitive Pricing

An effective Pricing Process

Channel Management & Pricing

€ 1600 per workshop

· Value Mapping & Value Based Pricing

Download Playbook "Discover the 4 Price Maturity Levels ()

Pricing 2.0

Pricing Organisation & Governance

## interpret and use the delivered insights to gain more margin and to improve your pricing organisation. This programme is part of the 3 year growth plan commitment but can also be order as seperate programm. Workshops We (as in, our network of Pricing Consultants),

Our goal is to provide guidance on your journey towards improved pricing strategies. Over the next period, we aim to support you in progressing towards Pricing Maturity Level II, ensuring that your data quality is optimized and your reports are well-structured. This prepares your organization to confidently take the next steps in its growth. +1% Our 3 year growth plan to reach 14% PM III

Pricing 3.0

**Customers using** 

their margins.

Symson gained an

average of 2% rise in

Finally at Pricing Maturity Level II? Get Ready to Grow!

SYMSON, improve your margin & revenue Request our 3 year growth plan

**Trusted by:** 

+1%

Pricing 4.0

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