

Price Optimization Strategies and Best Practices from Vendavo and Gartner®



Unlock Commercial Excellence, Growth, and Profitability with Price Optimization

Every B2B organization wants to improve their financial position. In today's volatile market fraught with long-term elevated inflation, supply chain issues, and global crises, consistently and efficiently monitoring and improving your financial health has never been more important. Pricing is, by far, the quickest and most influential lever to pull to make immediate impacts on your bottom line.

As market dynamics rapidly change, your organization won't survive without pricing agility. Successful price optimization is fueled by crystal clear data and empowers you to offer your products to the right customers at the right prices. Optimal price points will deliver the best possible profits for your company. [Read more](#)

Bruno Slesse
President and CEO, Vendavo

Gartner

Market Guide for B2B Price Optimization and Management Software

Mark Lewis

25 January 2022

Business-to-business price optimization and management software exemplifies how machine learning can deliver substantial business benefits. Application leaders should use this research to determine whether B2B PO&M solutions are appropriate for their organization and to identify suitable vendors.

Overview

Key Findings

- Business-to-business (B2B) price optimization and management (PO&M) software solutions enable rapid and accurate updates of a large number of price points, thereby eliminating the need for complex spreadsheets and error-prone manual processes.
- Most PO&M solutions include machine learning (ML) algorithms that optimize the margin of negotiated deals. This often results in rapid ROI.
- PO&M vendors are broadening their offerings to include additional sales intelligence capabilities, such as white-space analysis, churn prediction and ML-driven upsell/cross-sell recommendations, as well as rebate management and customer sales agreements.

Recommendations

As an application leader responsible for sales technologies, you should:

- Evaluate whether your organization can benefit from a PO&M solution by using the tables in this Market Guide.
- Work with one or more PO&M vendors to build a business case for deploying PO&M software. The vendors should run their algorithms over your data to identify existing inefficiencies and potential benefits.
- PO&M vendors are broadening their offerings to include additional sales intelligence capabilities, such as white-space analysis, churn prediction and ML-driven upsell/cross-sell recommendations, as well as rebate management and customer sales agreements. [Read more](#)

Vendavo's POM Report Reaction

At Vendavo we look forward to Gartner's 2022 Market Guide for B2B Price Optimization and Management (PO&M) Software. So much of this Guide aligns with exactly what we provide our customers and others looking for solutions to their most complex pricing, selling, and profitability challenges. It also allows us to better understand where we can innovate and where this market is heading. [Read more](#)

Vendavo Customer Success

ABC Supply Generates Live and Accurate Pricing



ABC Supply, a large wholesale distributor of roofing supplies and building products, leverages Vendavo to stay competitive and consistent with their pricing. Vendavo empowers the ABC Supply team to deliver up-to-date and accurate quotes for commercial projects. In this video, hear from Mike Schwarz, Executive Director, Purchasing & Merchandising, and Mike

Keechle, Director of Business Solutions, about how Vendavo provides a foundation to give their customers accurate pricing at a national scale.

Grundfos Drives Pricing Agility and Transparency



Before partnering with Vendavo, Grundfos, a global pump manufacturer, evaluated sales numbers and margins manually within their finance system. Today, Vendavo offers an automated system that provides transparency, improves agility, and drives sales. In this video, hear from Jesper Olsen, Vice President, Digital & Customer Excellence, Grundfos, about how Vendavo

provides the infrastructure, transparency, and guidance Grundfos needs to foster agility and commercial excellence.



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Vendavo User Guide

Stephan M Liozu

A red circular graphic with a gradient, appearing as a partial circle or a thick arc, located to the right of the author's name.

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MASTERING SAP PRICING AND ORDER-TO-CASH PROCESSES A COMPREHENSIVE GUIDE SIVAPRASAD NADUKURU NANDA KISHORE GANNAMNENI OM GOEL DR SHAKEB KHAN,2024-10-09 In Today s Rapidly Evolving Business Environment Mastering The Complexities Of Sap Pricing And Order To Cash O2c Processes Is Critical For Organizations Seeking To Enhance Efficiency Profitability And Customer Satisfaction This Book Mastering Sap Pricing And Order To Cash Processes A Comprehensive Guide Is Designed To Bridge The Knowledge Gap Between Sap Functionalities And Practical Implementation Strategies For Managing These Core Business Operations Our Objective Is To Equip Readers With The Tools And Insights Needed To Optimize Pricing Structures And Streamline O2c Processes Within Their Sap Systems This Guide Provides An In Depth Exploration Of Sap Pricing Mechanisms And The End To End Order To Cash Process Offering Valuable Insights Into Best Practices Configurations And Real World Applications It Caters To A Wide Audience Including Sap Consultants Business Analysts Project Managers And Professionals Involved In Financial And Supply Chain Management By Presenting Complex Concepts In A Clear And Accessible Manner The Book Ensures That Readers Of Varying Levels Of Expertise Can Gain Practical Knowledge To Improve Business Operations Throughout This Book We Leverage The Latest Sap Technologies And Industry Best Practices To Ensure That Readers Not Only Develop A Robust Theoretical Understanding But Also Acquire Actionable Skills That Can Be Directly Applied In Their Organizations The Chapters Are Structured To Provide A Balanced Approach Covering Key Topics Such As Pricing Conditions Sales Order Management Billing And Integration With Other Sap Modules Additionally We Focus On Troubleshooting Common Issues Optimizing Performance And Ensuring Compliance With Evolving Regulatory Requirements The Inspiration For This Book Stems From The Recognition Of How Crucial Sap Pricing And O2c Processes Are In Shaping The Success Of Businesses Across Industries We Are Deeply Thankful For The Support And Contributions Of Experts Who Have Shared Their Insights And Experiences To Make This Guide Comprehensive And Practical We Hope This Book Will Serve As An Essential Resource For Those Aiming To Deepen Their Understanding Of Sap Pricing And Order To Cash Processes The Knowledge And Strategies Outlined In These Pages Will Empower Readers To Implement More Efficient Scalable And Effective Solutions Driving Growth And Success In Their Organizations Thank You For Embarking On This Journey With Us Authors **Inside Supply Management** ,2007

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consultant and author He has over 19 years of global IT Services experience Mahesh has successfully built the culture of thought leadership in his companies and has fostered innovation to inspire value oriented engagement with the customers Mahesh has spent most of his professional life working with the customers and is very passionate about solving critical business problems Mahesh spent about 12 years in San Jose CA where he held leadership roles in number of start ups including Apttus Vendavo Nextance and Challenger Systems He successfully led B2B and CRM practices and implemented complex solutions for fortune 500 customers such as IBM Quest Communications Eastman Chemical Anheuser Busch PeopleSoft now Oracle Adobe Lenovo Thomson Financial Hitachi Symantec and S1 Corporation among many others With years of global IT services experience Mahesh brings tremendous ability and excitement to scale the company to new heights

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Table of Contents Vendavo User Guide

1. Understanding the eBook Vendavo User Guide
 - The Rise of Digital Reading Vendavo User Guide
 - Advantages of eBooks Over Traditional Books
2. Identifying Vendavo User Guide
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Vendavo User Guide
 - User-Friendly Interface
4. Exploring eBook Recommendations from Vendavo User Guide
 - Personalized Recommendations
 - Vendavo User Guide User Reviews and Ratings
 - Vendavo User Guide and Bestseller Lists

5. Accessing Vendavo User Guide Free and Paid eBooks
 - Vendavo User Guide Public Domain eBooks
 - Vendavo User Guide eBook Subscription Services
 - Vendavo User Guide Budget-Friendly Options
6. Navigating Vendavo User Guide eBook Formats
 - ePub, PDF, MOBI, and More
 - Vendavo User Guide Compatibility with Devices
 - Vendavo User Guide Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Vendavo User Guide
 - Highlighting and Note-Taking Vendavo User Guide
 - Interactive Elements Vendavo User Guide
8. Staying Engaged with Vendavo User Guide
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Vendavo User Guide
9. Balancing eBooks and Physical Books Vendavo User Guide
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Vendavo User Guide
10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
11. Cultivating a Reading Routine Vendavo User Guide
 - Setting Reading Goals Vendavo User Guide
 - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Vendavo User Guide
 - Fact-Checking eBook Content of Vendavo User Guide
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning

- Utilizing eBooks for Skill Development
- Exploring Educational eBooks

14. Embracing eBook Trends

- Integration of Multimedia Elements
- Interactive and Gamified eBooks

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