GTMS®
GO-TO-MARKET SUITE®

Enterprise-class
cloud software

Price Management

Price Setting →   Price Execution →   Price Intelligence →

Vistex® | Now it all **adds up**®

Extend the capabilities of your ERP

As product offerings continue to grow in response to consumer demand, it has become increasingly important to gain visibility into the complex pricing scenarios that can be offered to customers, manufacturers and channel partners. With the Go-to-Market Suite® (GTMS) Price Management module by Vistex, your company can better manage complex pricing challenges that cover everything from agreement initiation to analytics for both buy- and sell-sides.

With the power of an enterprise solution, you can easily and efficiently drive prices and determine the true profitability of complex pricing scenarios. Designed with user-friendly layouts and intuitive functionality, it allows you to adjust prices without delay, execute mass pricing updates, automate maintenance and reduce hours of manual processes.

Evaluate all programs and rebates to determine true profitability

Price Setting

Maintain and improve pricing more efficiently and intelligently.

Price Execution

Determine the correct price for purchasable products more simply and easily.

Price Intelligence

Establish true margin and Gross-to-Net information by evaluating pricing, incentives and revenue-sharing programs.

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Price Setting

To avoid pricing errors in order entry, quoting or ecommerce systems, a solution is needed that allows you to make price changes efficiently, providing the visibility to review proposed changes and evaluate the impact of discounting on margins. The Price Setting component of the Price Management module by Vistex provides tools that enable customers to perform mass maintenance of pricing and effective dates, validate pricing according to business-defined price policies, calculate Gross-to-Net margin inclusive of rebates and other incentives (that can be separately managed in other Vistex solutions) and conduct and track reviews and approvals with comprehensive workflow tools.

The solutions also make price setting more straightforward and consistent with features that import and manage commodity prices (costs) or price indices (benchmarks), automatically update your pricing through user-defined formulas and logic, and define bills of materials, kits and configurable product rules for CPQ options.

Accomplish more

- Maintain and improve pricing more efficiently and smarter with essential tools

- Gain visibility into complex promotions and pricing at the time of sale with variable qualifications

- Approve and validate pricing systematically without duplication

- Automatically update records with mass maintenance of pricing and effective dates

- Gain full visibility from time of sale to deal management with multiple products

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Price Execution

Some prices are set explicitly, while others are derived dynamically using formulas. Formulas accelerate price maintenance but introduce complexity when determining pricing for every product and customer. The Price Execution component of the Price Management module by Vistex involves deriving or calculating precise pricing based on pre-defined rules and real-time needs.

Pricing complexities grow as factors like regional basis prices and various product packaging sizes require more derivation to determine customer-specific product pricing. Vistex solutions for price execution handle these scenarios seamlessly, capturing the formulas and logic of the pricing models and determining dynamic prices as needed for quotation, ordering and analyses.

Accomplish more

- Determine the correct price for products simply and easily
- Conduct and track reviews and approvals
- Create price proposals for review and publishing
- Communicate prices from catalogs and price lists (complete or delta catalogs)
- Ensure that set pricing strategies are generating the expected revenue while maintaining healthy profit margins
- Consistent pricing across all channels helps build trust and avoid confusion for customers

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Price Intelligence

In today's rapidly changing business environment, managing pricing structures alone is not enough; businesses also need to analyze the success of pricing strategies. The Price Intelligence component of the Price Management module by Vistex supports improved pricing and margins by comprehensively evaluating costs, price discounts, related incentives and revenue-sharing obligations to determine true margin and show the complete gross to net, component-by-component, for individual products or an entire product line or portfolio.

Accomplish more

Analyze the true margin of products or complete offers

Make data-driven decisions about pricing strategies

React quickly to external factors like competitor actions, economic changes or shifts in supply and demand remaining flexible and responsive

Deploy "what-if" scenarios that boost profitability

Understand how customers respond to different pricing levels to enable pricing strategies to meet demand, optimize sales and improve customer satisfaction

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About Go-to-Market Suite®

Vistex Go-to-Market Suite® (GTMS®) is an enterprise-class, modular-based application that helps drive revenue, control spend and influence behavior. GTMS is specifically designed to offer unprecedented visibility into program performance, providing unparalleled insight into the management of entire programs, and provides end-to-end insights into overall program effectiveness while driving topline revenue and improving bottom line profit.

GTMS Cloud Modules

Trade & Channel >
Make more informed decisions to maximize trade program performance.

Vendor Funding >
Maximize cost recovery programs and find opportunities for revenue growth.

Price Management
Drive prices, determine true profitability, and gain a holistic view of your pricing programs.

Rights & Royalties >
Save time and earn more from your intellectual property and artistry works.

Performance Incentives >
Effectively manage incentive compensation, drive behavior and improve performance.

Vistex®

Automate, streamline and gain end-to-end visibility for revenue management with GTMS

Eliminate errors with a single source of truth so analysis is straightforward and innovation is possible

Support programs with flexibility and a "future-proof" design for a competitive edge

Gain end-to-end transparency to program performance capturing every impact on revenue and margin

Scalable and performance-tested at the world's largest enterprises across multiple industries

Reduce financial, audit and compliance complexity with deep functionality around financial controls

Vistex®

Deployment

Vistex Go-to-Market Suite integrates with any ERP and manages and analyzes your margins on both the buy- and sell-side. It offers real-time insights into program performance and provides a clear picture of how programs impact your financial, marketing and sales functions.

Cloud for any ERP

ERP agnostic revenue management software

Enterprise-class modular-based application

Interfaces with any ERP provider including SAP, Oracle, Microsoft, Epicor, Infor and more

Vistex®

About Vistex®

Vistex solutions help businesses take control of their mission-critical processes. With a multitude of programs covering pricing, trade, royalties and incentives, it can be complicated to see where all the money is flowing, let alone how much difference it makes to the topline and the bottomline. With Vistex, business stakeholders can see the numbers, see what really works, and see what to do next – so they can make sure every dollar spent or earned is really driving growth, and not just additional costs. The world's leading enterprises across a spectrum of industries rely on Vistex every day to propel their businesses.

Vistex® Now it all **adds up**®