

Calculate accurate, customer-specific pricing in real time across channels



Simplify quoting, catalog creation, and pricing calculations

Today's B2B customers want not only immediate access to an infinite assortment of products and services but also **accurate quoting and pricing in real time**. However, due to high numbers of SKUs and customer-specific pricing, ERP systems containing data used to calculate prices can get overloaded. This slows down quotes, frustrates online buyers, and delays updates to customer purchasing systems.



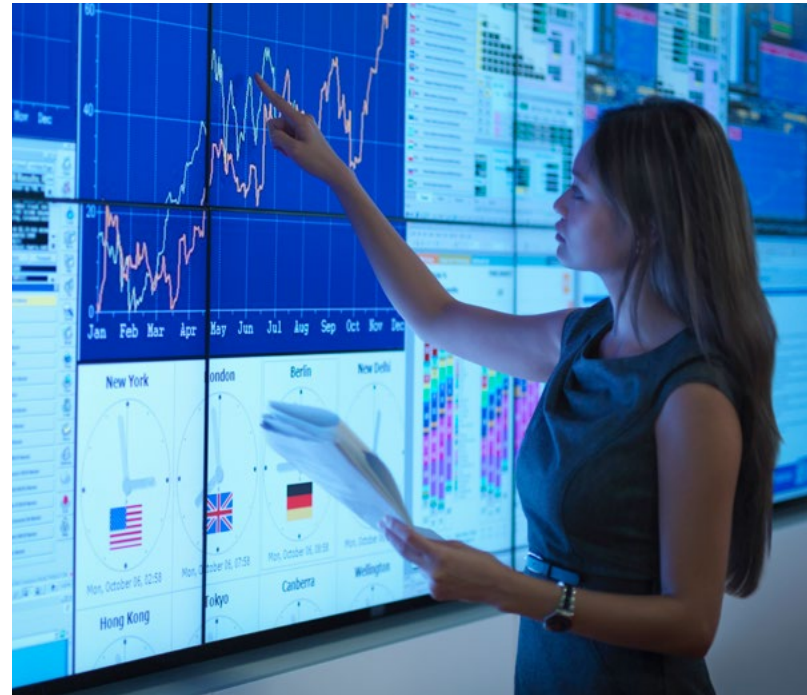
Calculating prices in real time is also difficult because products and prices change so frequently today. Just one change of a discount or surcharge can affect the prices for products in the same family and for a large number of customers. Pricing logic is also complex, so recreating it in CRM, e-commerce, bid, quote, and other systems that need pricing is no small task.

The SAP Price Staging Hub solution by Vistex offloads the determination and calculation of pricing from core ERP functions to the cloud. This lets you provide more-rapid price quoting, responsive e-commerce shopping, and customer-specific price catalogs efficiently and accurately. No matter how many SKUs and customers you have as a manufacturer, wholesale distributor, or retailer, or how complex your pricing schemas are, you can compete with speed and confidence, even in highly competitive and dynamic markets.

Run a real-time pricing engine in the cloud

SAP Price Staging Hub is a real-time pricing engine that shields your ERP from frontline-pricing-demand pressures by moving pricing-related master data and complex calculation workloads from your ERP to the cloud. It uses this data to precalculate prices using the same calculating logic as your ERP, resulting in consistent, more-trustworthy pricing for use by integrated sales, quoting, and other applications.

Using preconfigured integrations to SAP S/4HANA or the SAP ERP application, you can select what price-related information – such as data about customers, business partners, list prices, discounts, materials, and products – to send to SAP Price Staging Hub. A central work manager feature handles the setup, operation, and monitoring of these integrations as well as the scheduling of recalculations required by changes. By intelligently choosing the scope of pricing criteria and the frequency of updates, you can efficiently achieve near-real-time updates to pricing.



Enable high-volume price retrieval

Precalculated, accurate, and customer-specific price points, which can number in the millions and even billions, are always ready for immediate use in downstream systems such as CRM, quoting, e-commerce, catalog, and other applications. This allows customers to receive consistent, accurate, customized pricing across their various channels and touch points.

As shown in the [figure](#) on the next page, support for push-and-pull scenarios enables SAP Pricing Hub to handle vast numbers of parallel pricing requests by integrated e-commerce sites, CRM and quoting applications, and third-party solutions. It also enables ultrafast quoting and customer-specific catalog creation at scale, as well as highly responsive e-commerce experiences for customers.



Now you can deliver **rapid-response pricing data** whenever and wherever it's needed and quickly create customized price catalogs for customers.

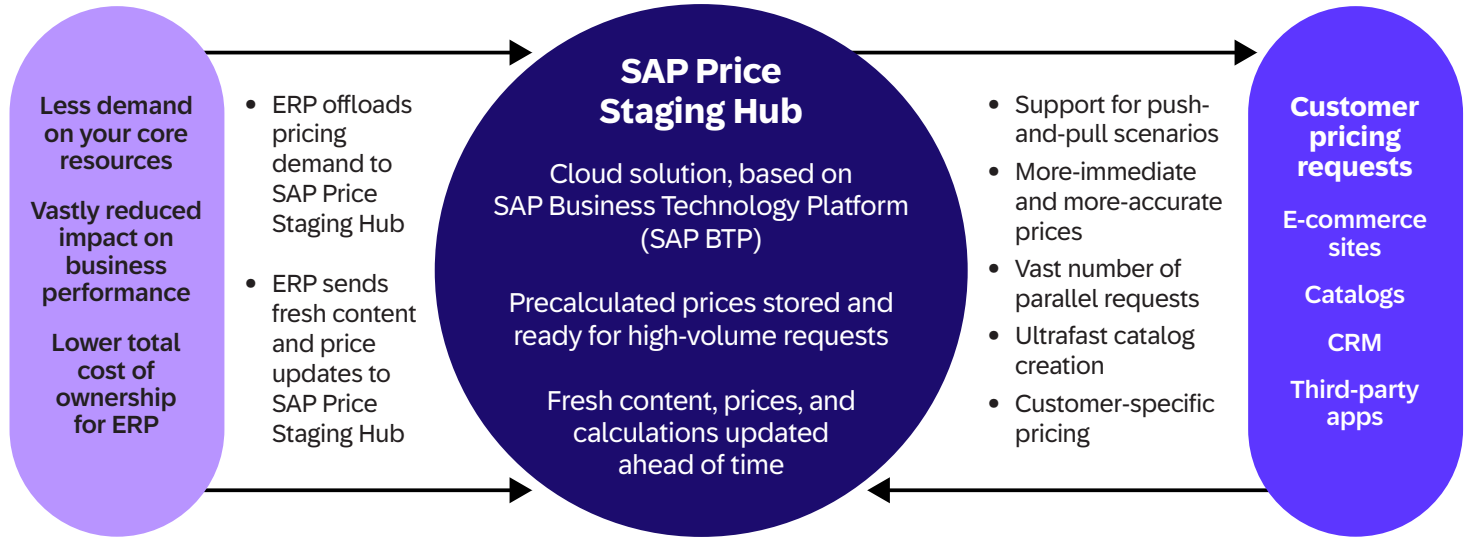


Figure: Offloading pricing demand from ERP systems with SAP Price Staging Hub

Send
price catalogs
to customer

Sell on
e-commerce
platforms

Enable
pricing queries
for other
applications

Dynamically recalculate prices and manage catalogs

When underlying characteristics change in your ERP data, the pricing engine automatically recalculates prices in near-real time. This is key because even a small change in a characteristic used in calculating pricing can have ripple effects across many prices. SAP Price Staging Hub continuously monitors for such changes and recalculates prices in seconds so you can be confident that nearly every application, system, and salesperson has up-to-date pricing and customers receive consistent quotes across touch points.

To maximize the accuracy of your pricing repository, you can define change types, which specify which elements to monitor, such as customer groups, materials, material groups, and product families. You can also set flags for SAP Price Staging Hub to look out for things like the creation of new materials, updates to existing materials, and deletions of materials (so prices that are no longer in effect are deleted from your repository). In addition, filters help you narrow the focus of some monitoring tasks – for example, so products with frequent price changes are monitored and updated more frequently.

Realize the benefits

Now you can offer individualized, optimized, and accurate pricing at a customer-material level without overwhelming your ERP system. You have a centralized pricing repository that's always up to date and can share pricing instantly with the people, services, and applications that need it.

Be highly responsive to user inquiries and demands – and **improve the delivery of pricing** to the people and applications that need it.

This means your business can quote faster, provide more-responsive e-commerce experiences, quickly generate customer-specific catalogs, and boost e-commerce cart and RFQ conversion ratios. You can scale to more easily manage millions of prices and transactions with ease – all while helping ensure omnichannel buying experiences stay in sync. And you can quickly update and optimize pricing as price inputs change – such as cost of materials – so your business is more competitive, responsive, and profitable.





Summary

The SAP Price Staging Hub solution by Vistex shields ERP software from frontline-pricing-demand pressures by moving master data to the cloud, precalculating customer-specific price points, and storing them in a cloud-based hub that's up to date.. CRM, sales, e-commerce, and other applications can simply pull accurate pricing from the hub for consistent, responsive omnichannel customer experiences.

Objectives

- Prevent ERP systems from getting overburdened by price calculations
- Provide timely, accurate pricing to customers, salespeople, partners, and apps
- Simplify the production of customer-specific pricing catalogs at scale
- Provide highly responsive customer experiences with near-instant quotes and online pricing

Solution

- Continuous monitoring and refreshing of price data from ERP software
- Automatic, near-real-time recalculation of prices outside ERP software
- Centralized storage of trustworthy price information
- Faster sharing of prices to the people, applications, and systems that need them
- Preconfigured integration to SAP S/4HANA or the SAP ERP application

Benefits

- Faster generation and sharing of accurate pricing – even for customer browsing
- Scalability to handle growing transaction volumes
- Reduced ERP workloads and costs
- Faster quoting processes
- Increased e-commerce cart and RFQ conversion ratios

Learn more

Contact your SAP representative or visit us [online](#).