A leading provider of closed-loop supply chain management solutions, i2 designs and delivers software that helps customers optimize and synchronize activities involved in successfully managing supply and demand. i2's global customer base consists of some of the world's market leaders — including seven of the Fortune global top 10. Founded in 1988 with a commitment to customer success, i2 remains focused on delivering value by implementing solutions designed to provide a rapid return on investment.

i2 Pricer

i2 Pricer,™ part of the i2 Intelligent Selling Solution™ (ISS), is a flexible tool for delivering dynamic, rules-based pricing. Companies have a network of distributors, resellers, retailers, and international subsidiaries that comprise their sales channels and channel partners. In order to satisfy the demands of these various channels, companies develop complex pricing strategies to keep a competitive edge. Pricing structures include volume-based discounts, special customer discounts, contract pricing, special pricing breaks, promotions, and other assorted pricing adjustments. i2 Pricer streamlines the complex pricing process to increase company efficiency and improve customer service.

Dynamic, rules-based pricing

The scalable rules-based system can be integrated into existing environments such as ERP, legacy systems, or Web environments. Companies in industries from heavy industrial equipment manufacturers and high-tech computer manufacturers, to oil and gas and consumer electronics are using i2 Pricer to promise a price that maximizes profitability and customer satisfaction.

Promise the right price to maximize profitability and customer satisfaction
Easily react to market conditions
i2 Pricer provides the flexibility companies need to effectively react to market conditions and offer the right pricing option to a customer. With its rules-based price-modeling environment, business owners can quickly model changes in the pricing strategy.

Make the right price offer for the market

Figure 1
i2 Pricer can ensure consistent and valid pricing according to predefined pricing policies such as contracts, discounts, and spot pricing.
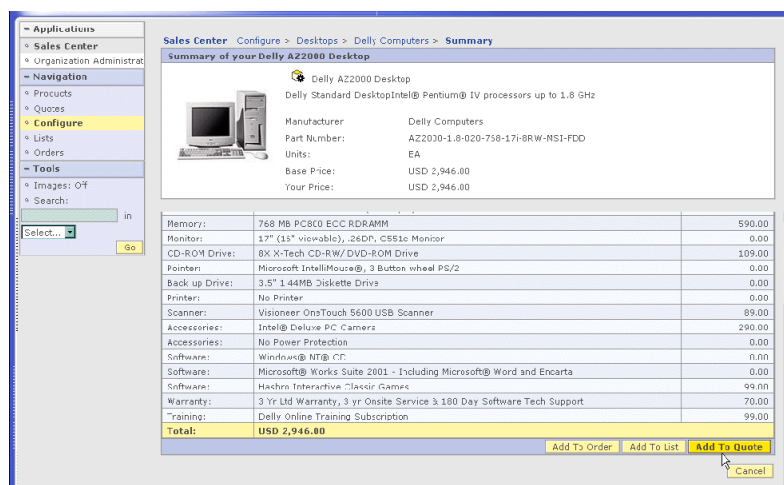
Reconcile accurate prices with
up-to-date lists

Efficiently communicate sales channel pricing
i2 Pricer reduces errors when communicating pricing
information through a centralized pricing system with
full testing capabilities. The solution consolidates all
pricing data into a pricing model that can be used
across multiple sales channels and tiers.

Increase profitability with custom pricing
i2 Pricer increases the profitability of products and
services available by providing additional flexibility to
the pricing manager for customized pricing based on
business objectives.

i2 Pricer key features
Price lists
Prices change monthly or in even shorter periods of time.
i2 Pricer helps companies track and effectively manage
these volatile prices by providing comprehensive list-
price functionality that includes price forwarding and
an approval process.

Price comparison
Sales managers can use the list price functionality
to maintain multiple types of pricing information, as
well as list prices for their customers. To facilitate this
function, i2 Pricer allows users to view price groups
in a side-by-side comparison. Typical list prices used
for comparison purposes and maintained by the sales
manager include cost data, competitive pricing data,
transfer costs, contract prices, and standard base
prices – each as a different price group. Viewing data
in this way provides a user friendly environment for
price adjustments on the fly.

Pricing variables
i2 Pricer is like a powerful calculator that can execute
pricing calculations in split-seconds for thousands of
users at once. Defined by the pricing manager, pricing
variables can be of percentage type (denoted by %)
or currency (denoted by $). Variables can serve
multiple purposes:
–Placeholders for calculations
–A user-defined value
–An initial value set based on pricing rules

Figure 2
*i2 Pricer is designed
to allow companies to tailor
pricing calculations to
customer pricing policies.*
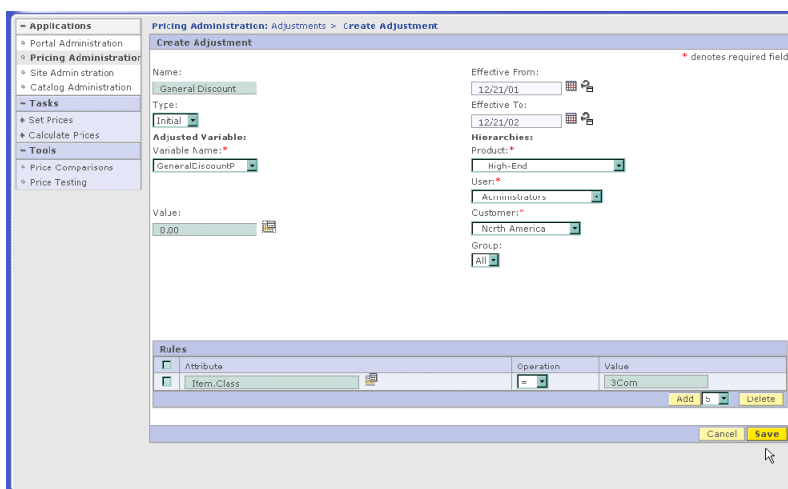
Powerful price management tools

Pricing templates and sequences
Using i2 Pricer, a pricing manager defines the pricing variables and steps that are used to calculate an end price. These steps are arranged in calculation sequences and are dynamically assigned to the type of item being priced. These pricing sequences can be grouped together into a pricing template that gives the pricing manager the ability to define different pricing strategies.

Pricing hierarchies
Pricing models are effective when the pricing manager gives thoughtful consideration to the execution and structure of the pricing adjustments. By using pricing hierarchies, i2 Pricer enables pricing managers to model pricing in their terms rather than having to conform to restrictions of existing organization charts or catalog hierarchies, allowing the full realization of their pricing strategy.

For example, if based on profitability, the hierarchies might look like the following:
–Customer Hierarchy
–Customer Segment A (under $9,999)
–Customer Segment B ($10,000 to $49,999)
–Customer Segment C (above $50,000)
–Product Hierarchy
–Product Segment A (low margin products)
–Product Segment B (mid margin products)
–Product Segment C (high margin products)
–User Hierarchy
–All Users

Pricing adjustments
i2 Pricer defines pricing adjustments at the intersection of the customer, user, and product hierarchies. These adjustments can be in the form of volume-based discounts, promotions, customer discounts, and more. Adjustments are commonly based on:
–Customer characteristics
–The channel selling to the end-user
–The product(s) the customer is buying

Using i2 Pricer, pricing managers can define additional conditions which will further refine the assignment of an adjustment such as effective date ranges, volume levels, availability dates, or any other attribute attached to a customer, user, or product.

Internationalization
Any pricing product would not be complete without full internationalization. Therefore, i2 Pricer enables a pricing manager to define currency conversion rates, conversion accuracy, and rounding policies.

Interactive testing
Once a model has been defined and built, a pricing administrator will most likely want to see how the model reacts in certain conditions. To do this, i2 Pricer enables the pricing manager to search existing quotes and view the quotes, variables, and executed adjustments for each of the selected quotes.