

## Pricing management that drives sales, decreases costs

### IBM Sterling Pricing

#### Benefits

- Powerful pricing engine drives sales volume in target segments and channels
- Rapid price setting eliminates manual efforts in pricing execution, enforces price consistency, and decreases operational costs
- Intuitive price authoring tool with mass update capabilities enables effective management of large product sets
- Flexible pricing rules support strategic objectives concerning price setting, revenue, and profit optimization
- Easily control price changes based on profitability analysis and customer behavior
- Coupon-activated discounts support promotions for products to selected customers

#### Related Offerings

- IBM® Sterling Configure, Price, Quote
- IBM® Sterling Configurator
- IBM® Sterling Quotes

#### Create, monitor, and manage pricing through a powerful engine

IBM® Sterling Pricing provides centralized maintenance for the creation, change, and publication of pricing data for your entire line of products and services—no matter how complex your pricing policies. Sterling Pricing administration empowers you and your partners' pricing administrators to collaborate and easily coordinate pricing changes by using effective dates on a granular level, allowing quick adjustments of price variables in order to increase sales margins. Sterling Pricing simplifies the complexity of managing pricing and improves time-to-market with easy-to-use administration, enabling your pricing managers to take charge of price maintenance instead of waiting for highly skilled technical resources to work on change requests.

#### Offer flexible pricing capabilities

Sterling Pricing is extremely flexible, and designed to support implementing and enforcing pricing policies and practices within your organization and across your enterprise. The Sterling Pricing engine allows the definition of multiple price types per product such as a one-time sales price, recurring charges, and cancellation fee. The multiple price types capability is extremely powerful when selling services that have term commitments.

*"We can now offer our customers a Web-based order and pricing system that extends far beyond our previous mainframe-based system. IBM® Sterling Multi-Channel Selling now provides us with contract management capabilities that link standard contract rules against customer orders."*

Christine Dingman  
Director, Sales Support  
CF Industries

#### Enable customers to see appropriate pricing

The highly scalable and robust pricing engine is designed to handle extreme high volumes of pricing requests, typically seen on high traffic catalog sites. The Sterling Pricing engine determines the appropriate pricing based on customer, customer segment, region, contract, or any other criteria you define. In a self-service environment, the pricing engine automatically applies pricing rules to list prices, and takes discounts based on coupon codes entered by users. It eliminates price inconsistencies for complex pricing scenarios such as configurable products and services sold and quoted across multiple channels.

Capability	Description
Contract-based pricing	<ul style="list-style-type: none"> <li>Inheritance Functionality – set pricing on organizational level when selling to individual buying entities of a large corporation</li> <li>Define customer-specific prices and discount structures</li> <li>Control access to products and services, couple pricelist with product entitlements</li> </ul>
Promotional pricing	<ul style="list-style-type: none"> <li>Support many promotion types – free items, quality tier discounts, product upgrades, product category promotions</li> <li>Promotional discounts – automatically apply based on flexible, definable triggers or require users to explicitly activate a promotion</li> </ul>
Cost-plus pricing	<ul style="list-style-type: none"> <li>Establish cost-plus pricing models and targeted discounts</li> <li>Define individual quantity breaks – per product, product groupings, or services to influence buying behavior</li> </ul>
Price breaks	<ul style="list-style-type: none"> <li>Define individual quantity – influence buying behavior by providing incentive to buy higher quantities</li> <li>Maintain pricing rules – apply discounts based on total order value</li> <li>Drive minimum order value actions – such as adding of order handling costs</li> </ul>
Combinational pricing	<ul style="list-style-type: none"> <li>Flexibly discount or mark-up – based on freely definable product attributes including product ID, product line, product groups, similar products, and complementary products</li> <li>Global sales strategies – set prices in multiple currencies</li> <li>Customer-specific attribute pricing – based on vertical market, geographic markets, and partner type</li> </ul>
Segment-based pricing	<ul style="list-style-type: none"> <li>Apply pricing strategy per customer segment – flexibly build segments of customers and users and trigger pricing rules and promotions that are relevant</li> <li>Use locale-based pricing factors for different geographic markets</li> <li>Set prices in multiple currencies for global sales strategies</li> <li>Set prices according to definable profile variables</li> </ul>
Coupon management	<ul style="list-style-type: none"> <li>Coupon Discounts – automatically apply or initiate by customer entered coupon codes</li> <li>Limit coupon redemption by customer or order</li> </ul>
Handling of price types	<ul style="list-style-type: none"> <li>Define price types – accurately model multiple price types such as one-time, recurring, cancellation, and other charges per product</li> <li>Support of service sell – enable sales of service items that have various charge types</li> </ul>
Pricing analysis	<ul style="list-style-type: none"> <li>Build customer and user segments – use the segmentation engine to analyze past buying behavior of your customers and assign them into segments</li> <li>Simulate pricing scenarios – quickly understand effects of overlapping pricing schemes</li> <li>Measure effectiveness of pricing changes and price promotions</li> </ul>

#### About Sterling Commerce

Sterling Commerce, an IBM® Company, helps organizations worldwide increase business agility in their dynamic business network through innovative solutions for selling and fulfillment and for seamless and secure integration with customers, partners and suppliers. More information can be found at [www.sterlingcommerce.com](http://www.sterlingcommerce.com).

**Sterling Commerce**  
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