



pricefx

CAPABILITY OVERVIEW

Pricefx Agents



Pricefx Agents

Your always-on partner for smarter, faster pricing decisions – surface hidden opportunities, protect margins, and act with confidence.



Pricefx Agents serve as the front door to the Pricefx platform – continuously scanning your pricing data to identify opportunities and risks that require action. While Agents surface what matters most, other Pricefx capabilities like Price Management, Quoting, and AI Optimization enable you to execute on those insights, creating a complete cycle from discovery to action.

With Pricefx Agents, pricing, sales, and finance teams can:

- ✓ **Detect anomalies, risks, and margin leakage before they escalate.**
- ✓ **Surface pricing opportunities to drive business growth.**
- ✓ **Prioritize what matters most with impact-based recommendations.**
- ✓ **Utilize available Agents from multiple categories across pricing processes.**
- ✓ **Create tailored Agents without coding or lengthy implementations.**
- ✓ **Maintain control with human-reviewed recommendations and audit trails.**
- ✓ **Connect insights and recommendations to Pricefx enterprise capabilities.**
- ✓ **Prioritize opportunities, track resulting impact, and benchmark ROI**



The result:

Real-time insights that guide decisions, protect profits, and accelerate growth, with seamless paths to execution through the Pricefx platform.

THE CHALLENGE

Hidden Risks and Slow Responses Hurt Pricing Performance



As market complexity grows, the volume and volatility of pricing data overwhelm traditional analysis methods. Opportunities slip through the cracks, risks go undetected, and teams spend more time chasing outliers than driving strategic impact.

On the front lines:



Pricing teams

Pricing teams struggle to monitor thousands of price points across products, customers, and geographies.



Finance teams

Finance teams lack real-time visibility into margin erosion, hidden costs, and compliance gaps.



Sales teams

Sales teams miss upsell opportunities and quote without insight into what actions drive the most value.

When dashboards multiply but actionable insights remain scarce, teams react to problems instead of preventing them. Manual processes delay responsiveness and limit pricing agility.



The impact:

- Missed margins from pricing errors, misalignment, and hidden costs
- Lost revenue as sales lacks real-time insight into new opportunities
- Inconsistent pricing across geographies and channels that erodes trust
- Approval bottlenecks and compliance gaps that slow deals

Without always-on monitoring and prioritized recommendations, organizations either miss critical signals or drown in noise, putting margin, growth, and customer relationships at risk.

CAPABILITY OVERVIEW

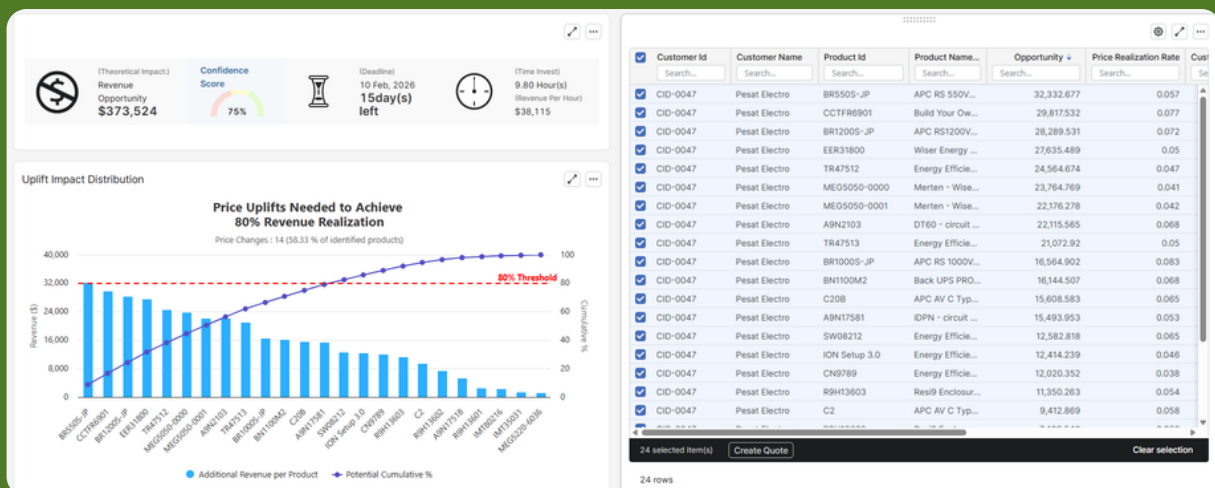
What is Pricefx Agents?

Pricefx Agents act as your 24/7 pricing collaborator – continuously scanning data to detect anomalies and suggest corrective actions so pricing, sales, and finance teams don't have to manually chase every outlier.

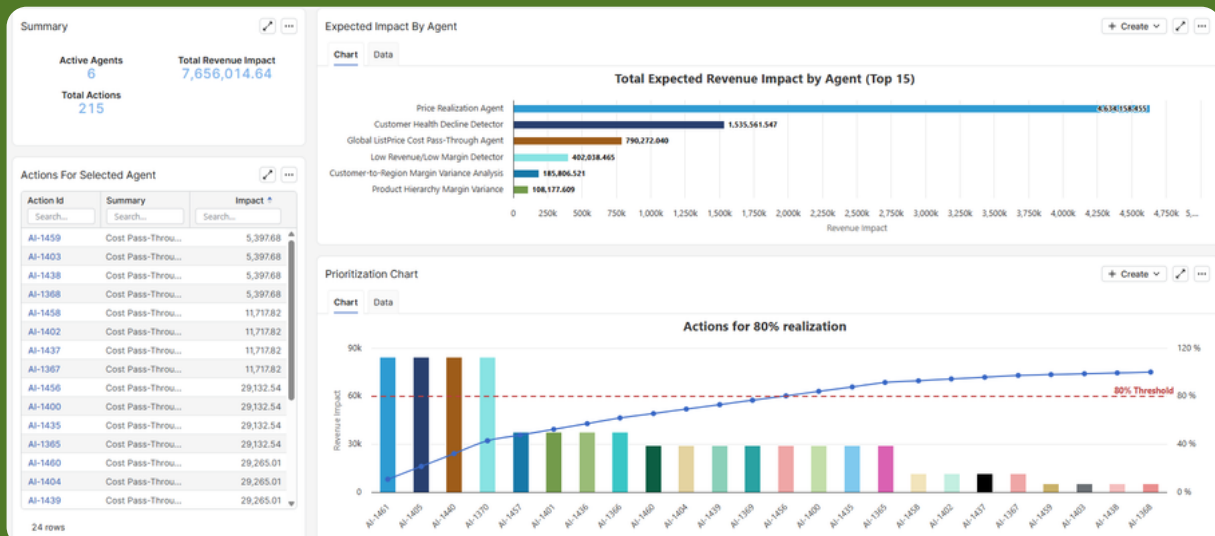
Pricefx Agents serve as the front door to the Pricefx platform: they identify where action is needed, while Pricefx Price Management, Quoting, AI Optimization, and other capabilities provide the tools to execute. This creates a closed-loop system where insights flow seamlessly into action.

Built with AI through Pricefx Copilot, Agents apply safeguards to ensure recommendations are trustworthy and actionable. With many Agents across key specialized categories – from Margin Leakage to Quote Intelligence to Competitive Readiness – teams can deploy quickly and see results in weeks, not months.

Agentic workflow (e.g. detect out-of-date costs and generate margin-corrected quotes)



Agent dashboard (e.g. prioritize and track ROI for agent-based margin improvements)



BENEFITS

Why Pricing, Sales & Finance Teams Choose Pricefx Agents



Pricefx Agents transform pricing monitoring from a reactive, manual process into proactive, always-on intelligence. By surfacing the right issues at the right time with clear paths to action, Agents help teams move faster, protect margins, and capture growth opportunities.

For Pricing Teams

- Save time by eliminating manual scanning of dashboards and reports for anomalies
- Surface hidden margin leakage and pricing inconsistencies across the portfolio
- Make informed decisions faster with impact-prioritized recommendations



For Sales & Commercial Teams

- Speed up deals with real-time alerts on quote issues and bottlenecks
- Quote confidently with visibility into profitability and win/loss patterns
- Boost upsell and cross-sell with surfaced opportunities on renewals and dormant accounts

For Finance & Operations Teams

- Protect margins by catching cost-price misalignments and unauthorized discounts early
- Reduce compliance risk with governance monitoring and policy violation alerts
- Improve forecasting with visibility into pricing risks and revenue potential



FEATURES

What Agents Deliver

Pricefx Agents deliver speed and flexibility – empowering teams to detect issues and opportunities the moment they arise. With no-code setup, real-time monitoring, and human-centric governance, Agents provide always-on intelligence without complexity.



1

Real-Time Monitoring & Alerts

- Regular detection – issues are highlighted the moment they arise, not at month-end
- Automatic response to threshold breaches with configurable rules
- No delays or manual reporting needed

2

Human-Centric Governance

- Actions are assigned directly to respective team members
- Smart grouping of Actions drives simple navigation and follow-up execution
- Recommendations are reviewed before action – no black-box automation
- Full audit trail for every recommendation, approval, and action

3

Key Agent Categories Across Pricing Processes

- **Margin leakage agents**
Alert you to hidden profit leaks, rebate issues, and misaligned costs.
- **Discount strategy agents**
Flag unauthorized or inconsistent discounts across deals and channels.
- **Upside opportunities agents**
Surface pricing actions, renewals, and upsell potential to accelerate revenue.
- **Price harmony agents**
Ensure price consistency across markets, products, and business units.
- **Governance & compliance agents**
Monitor approvals, processes, and policy violations.
- **Quote intelligence agents**
Analyze quote issues, bottlenecks, and win/loss patterns.
- **Account optimization agents**
Detect churn signals, price sensitivity, and dormant accounts.
- **Competitive readiness agents**
Flag pricing under pressure and competitive risks using market data.
- **Portfolio optimizer agents**
Guide smarter pricing with markdown and SKU alignment recommendations.

4

Tailored Agents with No Code Setup

- With Pricefx Copilot chat, just describe your need in plain language and Agent will be created automatically
- Iterative Agent creation allows to discuss your business needs with Copilot, match them precisely, fine-tune the creation plan and turn the whole conversation into operational Agent

CUSTOMER STORIES & OUTCOMES

Real Results from Leading B2B Enterprises

Global manufacturers, distributors, and process industry leaders use Pricefx Agents to gain visibility across their complex pricing landscape.



Global Food Producer

Four deployed Agents identified revenue potential of \$ 2.6M with 44 suggested actions identified to resolve the underlying problems.



Global Automotive Distributor

55 instances of missed cost pass-through and 490 low-margin line items flagged, resulting in \$270K in total margin loss corrections.



US-based Global Chemical Manufacturer

Deployed Agents identified 561 customers products combinations with margin variability with greater than 10 % compared to the average.



Global Automotive Manufacturer

1,500+ price deviations greater than 15% detected across sales teams, thousands of cost-price misalignments surfaced.

Across industries, Pricefx Agents deliver measurable impact by surfacing the pricing opportunities and risks that matter most, connecting seamlessly to Pricefx execution capabilities to turn insights into results.

GETTING STARTED

Open the Front Door to Smarter Pricing

Pricefx Agents provide the starting point for pricing excellence – identifying the opportunities and risks that require action, while the broader Pricefx platform gives you the tools to execute. Whether you're protecting margins, accelerating deals, or driving growth, Agents ensure you're always focused on what matters most.



Get your free, personalized preview and impact assessment to see which Agents can deliver the most value for your business.

[See It in Action](#)

Learn More

Explore related resources on the [Pricefx Agents page](#), or see how complementary Pricefx capabilities—such as Price Management, Quoting, Agreements, and AI Optimization—help pricing and sales teams make smarter, faster price decisions.