pricefx

CAPABILITY OVERVIEW

Pricefx Price Setting

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Move beyond static lists and manual updates - execute profitable, marketaligned price strategies with confidence and speed.

Pricefx Price Setting gives manufacturers, distributors, and service providers a connected, data-driven way to manage pricing across every channel. It replaces spreadsheets, legacy systems, and fragmented processes with a centralized pricing engine that designs, simulates, and deploys prices at scale.

With Price Setting, pricing, sales, and finance teams can:

- **Define and enforce consistent pricing policies across segments and regions.**
- **React quickly to cost, demand, and competitive shifts with automated updates.**
- **Accelerate rollout of strategies using simple no-code tools.**
- **Simulate price changes to assess revenue and margin impacts.**
- **Boost decisions with inline analytics and Pricefx Agents.**
- **Ensure governance through streamlined approval workflows.**
- **Align prices seamlessly with ERP, CRM, and other core systems.**
- **Eliminate spreadsheets and errors with centralized pricing control.**

The result:
Smarter decisions, stronger margins, faster execution, and seamless alignment with ERP, CRM, CPQ, and other sales systems.

THE CHALLENGE

Manual Pricing Slows Growth and Erodes Margin Performance

In many organizations, prices accumulate over time through incremental adjustments, negotiated discounts, and customer-specific deals across regions, products, and channels - creating complex, inconsistent structures difficult to manage, explain, or optimize.

On the front lines:

Pricing teams

Pricing teams manage thousands of price points across disconnected spreadsheets and ERP tables.

Finance teams

Finance teams track gaps between list, net, and pocket prices without full visibility into value drivers.

Sales teams

Sales teams negotiate without clear targets or guardrails, leading to inconsistent discounts and exceptions.

When costs shift or competitors move, updating prices is slow and risky. Fragmented data, manual workflows, and complex approvals stretch days into weeks.

The impact:

- Margin loss from outdated prices and uncontrolled discounts
- Missed revenue when prices fall out of sync with the market
- Limited visibility into profitability by customer or segment
- Internal friction between pricing, sales, and finance over which prices are "right"

Without a unified, automated way to design, test, and deploy prices, organizations either move too slowly or rely on gut instinct, putting margin, growth, and customer trust at risk.

CAPABILITY OVERVIEW

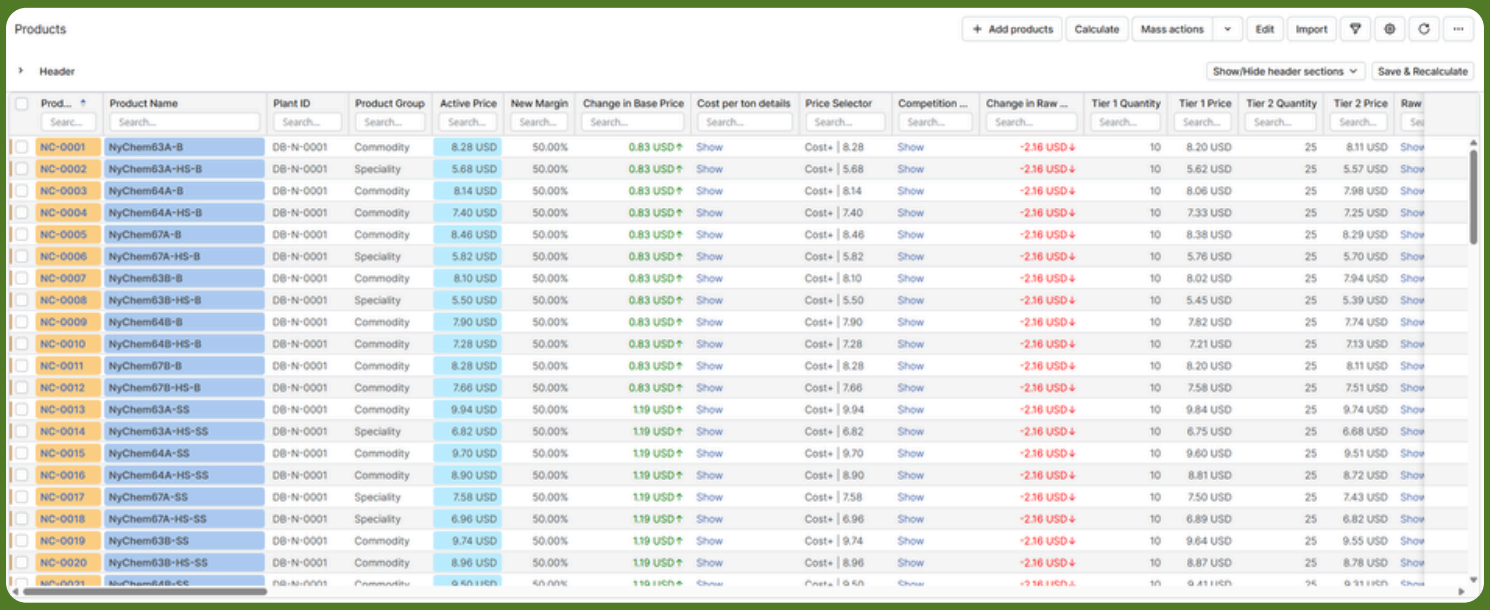
What is Pricefx Price Setting?

Pricefx Price Setting provides a centralized, intelligent environment to design, calculate, and publish prices across every product, customer, and channel.

It connects seamlessly with your ERP, CRM, and CPQ systems, bringing together cost, competitive, and transactional data to power consistent, data-driven pricing. The platform applies your logic and segmentation to generate actionable list, reference, and target prices - along with structured discount and markup rules.

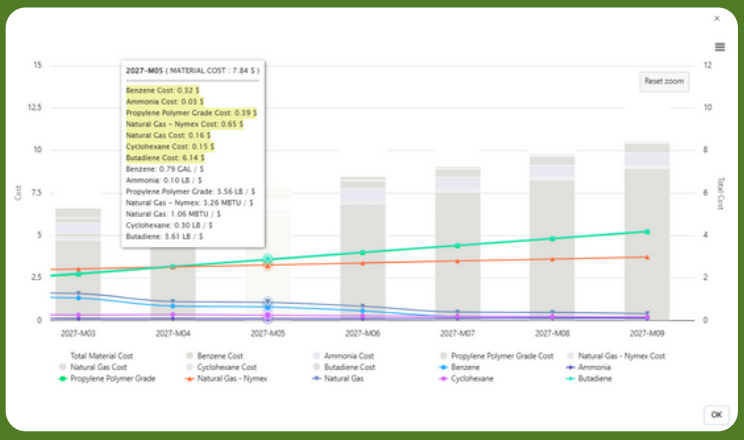
Once validated, prices flow directly into quoting, eCommerce, and ERP systems, ensuring every quote and order reflects your latest strategy, margin goals, and commercial guardrails.

Price Setting *(Real-time live price grid)*



Pricing Strategy Designer *(Intuitive and user-based)*

Contextual Decision Support *(Inside pricing workflows)*



BENEFITS

Why Pricing, Sales & Finance Teams Choose Pricefx Price Setting

Pricefx Price Setting transforms pricing from a manual, fragmented process into a unified platform for defining policies, simulating changes, automating updates, and aligning systems. It empowers pricing, sales, and finance teams to execute faster, protect margins, and drive growth.

For Pricing Teams

- Define and enforce consistent pricing policies across segments and regions with intuitive tools
- Simulate price changes to assess revenue and margin impacts before launch
- React quickly to cost, demand, and competitive shifts with automated updates

For Sales & Commercial Teams

- Access current, approved prices and guidance for consistent quoting
- Respond quickly to market or cost changes with up-to-date price lists
- Get prices instantly in ERP, CRM, CPQ or other sales tools for seamless processes

For Finance & Operations Teams

- Protect margins by aligning prices with costs, profitability goals, and policies
- Improve forecasting with visibility into price realization and changes
- Reduce risk by automating calculations, approvals, and error-prone spreadsheets

FEATURES

What Pricefx Price Setting Delivers

Pricefx Price Setting delivers speed and flexibility - empowering business teams to handle volatile pricing with agility. Unlike legacy back-office systems requiring IT support, Pricefx industry-leading visual strategy design, real-time automation, and embedded workflows deliver faster execution, stronger margins, and seamless control without added complexity.

1

Centralized Price Repository

- Single source of truth for list, base, and customer prices with full version history
- Structure products and customers by region, attributes, channel, segment, or value for targeted pricing
- Hierarchical structures across regions/channels without losing control

2

Real-Time Pricing Logic

- Automatic recalculations for cost shifts, demand changes, and competition
- Define markups, indexes, and corridors through transparent rules
- Embed market signals into live price adjustments

3

Simulation & Analysis

- What-if scenarios measuring revenue/margin before deployment
- Side-by-side strategy comparisons to spot optimization opportunities
- Impact evaluation (e.g. customer, product, region) before going live

4

Automated Governance

- Streamlined cross-team approvals with visual rules
- Complex concurrent multi-approver workflows
- Complete audit trails for compliance

5

Seamless Systems Integration

- Instant price delivery to ERP, CRM (Salesforce/SAP), and sales platforms
- Continuous feedback loop from transactions to refine pricing
- Robust real-time callouts between systems as needed

6

Analytics & Actionable Insights

- Dashboards for revenues, margins, and utilization vs. benchmarks
- Alerts for outliers and out of date / underperforming strategies
- Aligned with Pricefx Agents

CUSTOMER STORIES & OUTCOMES

Real Results from Leading B2B Enterprises

Global manufacturers, distributors, and process industry leaders use Pricefx Price Setting to modernize pricing operations, strengthen margins, and accelerate growth.

Global Energy Leader

Unified pricing, quoting, and order-to-cash across business units, improving price consistency and cutting quote cycle time 30%.

Industrial Technology Manufacturer

Shifted from regional spreadsheet pricing to centralized model gaining 2–3% margin and faster response to cost volatility.

North American Distributor

Integrated Pricefx with SAP Commerce Cloud for real-time, omnichannel pricing that boosted quote efficiency and revenue accuracy.

Chemicals Producer

Automated pricing updates based on cost index and customer attributes, reducing manual work by 60% while improving forecast precision.

Across industries, Pricefx Price Setting delivers a unified, data-driven engine that helps teams price faster, sell smarter, and grow profitably.

GETTING STARTED

Turn Pricing Into a Connected Growth Engine

Move from manual spreadsheets or legacy system price setting to structured, data-backed pricing decisions. Pricefx Price Setting empowers teams to set prices confidently, even in unfamiliar or complex scenarios, while protecting margins and staying aligned with strategy.

Request a live demo tailored to your pricing processes, strategies, approval flows, and system landscape.

See It in Action

Learn More

Explore related resources on the Price Setting page, or see how complementary Pricefx capabilities—such as Agents, Rebates, Channel Management, and AI Optimization—help pricing and sales teams make smarter, faster price decisions.