

Empowering Pricing Teams in Wholesale Distribution



Elevate Pricing from Reactive to Strategic

For distributors like you, pricing drives profitability, but it's too often treated as a back-office function. Your pricing team juggles responsibility for cost updates, price sheet adjustments, quote approvals, and overrides. You work with disconnected tools and suffer from a lack of visibility. These challenges block your ability to influence outcomes and deliver consistent, strategic value.

Pricefx transforms the game. We empower pricing teams to break free from fire drills and manual work, operating as strategic partners to sales, finance, and leadership. You gain real-time control, speed, and flexibility across your entire pricing process—positioning yourself as a margin leader, not a margin chaser.

The Daily Challenges Holding You Back

Distribution pricing teams like yours manage immense complexity: broad product catalogs, region-specific pricing, and customer-specific agreements—often across fragmented systems. It's a high-pressure environment where delays, errors, or misalignment can result in lost deals or eroded margins.

External Challenges

- Continual pricing pressure from aggressive competitors
- Increasing customer expectations for speed, accuracy, and fairness
- Fluctuating supplier costs and unpredictable freight rates

Internal Challenges

- Disconnected data and manual tools
- Time-consuming approval processes
- Sales and pricing teams are misaligned on their goals
- Limited capability to simulate changes or track program effectiveness

Pricefx: Your Distribution Pricing Partner

Pricefx was built by pricing experts who understand your daily pressure. That's why we created a SaaS platform tailored for speed, scale, and control in the real world of distribution.

Why Pricefx?

- 1** Trusted by the world's largest global distributors across industrial, electrical, building materials, foodservice and more.
- 2** Whether you need to handle simple cost-plus or complex matrix pricing with tiers and discounts, we meet you where you are and scale with you.
- 3** On-staff Industry Advisors with decades of hands-on pricing experience in distribution, bring real-world insights to guide strategy and customer success.
- 4** The only pricing platform with SAP Endorsed App status. Demonstrating our deep product integration with SAP and a shared commitment to deliver value.



The Distribution Pricing Value Playbook

Pricefx delivers the capabilities you need to move from manual, disconnected pricing to streamlined, strategic execution:

Price Management

Centralize, simulate, and adjust pricing logic across branches and customer segments.

Customer Agreements

Support customer-specific pricing, volume-based discounts, and tiered incentives.

Quoting

Empower reps to quote with confidence using guided pricing, approval workflows, and real-time feedback.

AI Optimization

Use AI to uncover hidden margin opportunities, identify risks, and support decisions.

Actionable Insights

Track pricing effectiveness, quote win rates, and program ROI with in-context analytics.

Rebates & Incentives

Manage customer programs holistically—from accruals and approvals to payout and performance analysis.

Your Fastest Path to Pricing Impact Starts with Agents

Pricefx Agents reimagine how pricing teams deliver impact. These AI-powered always-on digital assistants integrate seamlessly with your business systems to expose the real drivers of profit, uncover untapped opportunities, and recommend precise actions. The result: faster, smarter decisions that strengthen margins and deliver value in weeks.

Make Pricing a Strategic Powerhouse

With Pricefx, distribution pricing teams achieve:

15X ROI
in 12 months

8.4%
average margin uplift

**Faster quote
turnaround**
and greater pricing credibility

**Clear
alignment**
with sales and finance on margin strategy

Visit www.pricefx.com to learn how to power up your pricing team.

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