

Empowering Pricing Teams in Industrial Manufacturing



Elevate Pricing from Reactive to Strategic

For industrial manufacturers, pricing is more than just a cost calculation—it's a strategic engine that drives profitability, competitiveness, and long-term growth. Yet, pricing teams often operate in the background, reacting to volatile costs, evolving customer expectations, and intense competition. High-stakes pricing decisions are made with speed and precision. But legacy systems, disconnected data, and manual workflows hold your pricing team back.

Pricefx helps transform pricing into a strategic advantage. With real-time control, automation, and AI-driven insights, your pricing team gains the power to increase margins, strengthen financial performance, and support business-wide success.

Overcome Challenges with Confidence

Industrial manufacturers face relentless internal and external pressures that demand a smarter, data-driven approach to pricing. Without the right strategy, businesses risk margin erosion, inefficiency, and lost revenue.

External Challenges

- Volatile costs (metals, plastics, energy, etc.)
- Rising competition and pressure on margins
- Changing customer needs and channel complexity
- Uncertain economic trends and external volatility

Internal Challenges

- Fragmented pricing processes across BUs
- Manual workflows, frequent updates, siloed data
- Misaligned pricing, sales, and finance strategies
- Critical price setting for customized products
- Limited visibility into cost and profit drivers

Expert Pricing: Engineered for Industrial Manufacturing

Pricefx was built by pricing experts who understand the need for speed and flexibility in complex manufacturing pricing.

Trusted by global leaders in Industrial Manufacturing

EagleBurgmann.



Southwire®

GEA

FISKARS

SPXFLOW

PERI

"You just log into the application and it's very simple. It shows all the information and the recommended selling price for every product or customer on more than 1,700 price lists."

VP Global Sales & Marketing, Global Pumps

Why Pricefx?

Best-Practices: Industry-specific workflows, industrial manufacturing best practices, and pricing accelerators, guided by expert industry advisors

Innovation: Pioneering SaaS pricing, our cutting-edge capabilities keep you ahead of competitors

Flexibility: "Clean-Core" platform adapts quickly to market shifts with advanced user-driven workflows

Speed: Increased agility and fast time to value. Customers achieve up to 15X ROI within 12 months and 8.4% average margin improvement

The Industrial Manufacturing Value Playbook

Pricefx aligns your pricing strategy with market demands through a flexible, best-practice solution:

- 1 Price Management**
Automate price adjustments to stay competitive & protect margins
- 2 Discounting & Agreements**
Implement strategies for discount handling and special pricing
- 3 Strategy Management**
Update & execute models/changes consistently across product lines
- 4 Quoting**
Accelerate guided selling, increase margin and win rates
- 5 AI Optimization**
Leverage Pricing-AI for more intelligent pricing and margin capture
- 6 Actionable Insights + Copilot**
Improve decision speed and quality with contextual support
- 7 Promotions, Rebates, & Incentives**
Increase effectiveness, minimize errors, and strengthen relationships



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.

Transform Pricing into a Strategic Powerhouse

With Pricefx, you achieve:

15x ROI
in 12 months

8.4%
Average Margin Improvement

Visit www.pricefx.com to empower your pricing strategy and drive business success.

pricefx

Pricefx is the global leader in cloud-native pricing software with unmatched flexibility and expertise in industrial manufacturing pricing.

