

pricefx

CAPABILITY OVERVIEW

Pricefx List Price Optimization



Pricefx List Price Optimization

Strategically set list prices to unlock margin, maximize revenue, and align pricing with value.



Pricefx List price optimization helps manufacturers, distributors, and service providers improve profitability by setting smarter list prices rooted in data, not assumptions. It enables precise, controlled list price adjustments across portfolios or targeted product groups, while ensuring pricing aligns with value drivers such as brand, premium positioning, and customer willingness to pay.

With List price optimization, pricing, sales, and finance teams can:

- ✓ **Target and achieve margin rate increases without blanket price hikes.**
- ✓ **Apply list price changes selectively by product group, brand, or attribute.**
- ✓ **Model realistic revenue and margin impact before prices go live.**
- ✓ **Control price movements with defined limits and boundaries.**
- ✓ **Visualize outcomes clearly through intuitive dashboards.**
- ✓ **Deliver optimized list prices directly to downstream systems via APIs.**
- ✓ **Ensure governance through streamlined approval workflows.**
- ✓ **Align prices seamlessly with ERP, CRM, and other core systems.**



The result:

Higher margins, better-aligned list prices, stronger financial predictability, and enterprise-ready execution across ERP, CRM, and commercial systems.

THE CHALLENGE

Static List Prices Obscure Value and Limit Profitability



In many organizations, list prices are updated infrequently and adjusted broadly - without a clear understanding of how those changes affect margin, revenue, or customer behavior. Prices often drift away from product value, brand positioning, and market reality.

On the front lines:



Pricing teams

Pricing teams manually adjust prices across large portfolios with limited ability to test outcomes in advance.



Finance teams

Finance teams lack transparency into how list price changes cascade through discounts, rebates, and net revenue.



Sales teams

Sales teams struggle to align list prices with value and customer willingness to pay, limiting profitable growth.



The impact:

- Margin erosion from underpriced or misaligned list prices
- Overcorrections that disrupt customers and sales teams
- Limited insight into product- and customer-level profitability
- Increased operational risk when price logic isn't clearly modeled or governed

Without a structured, data-driven way to optimize list prices, organizations either move cautiously - or rely on intuition - leaving revenue and margin on the table.

CAPABILITY OVERVIEW

What Is Pricefx List Price Optimization?

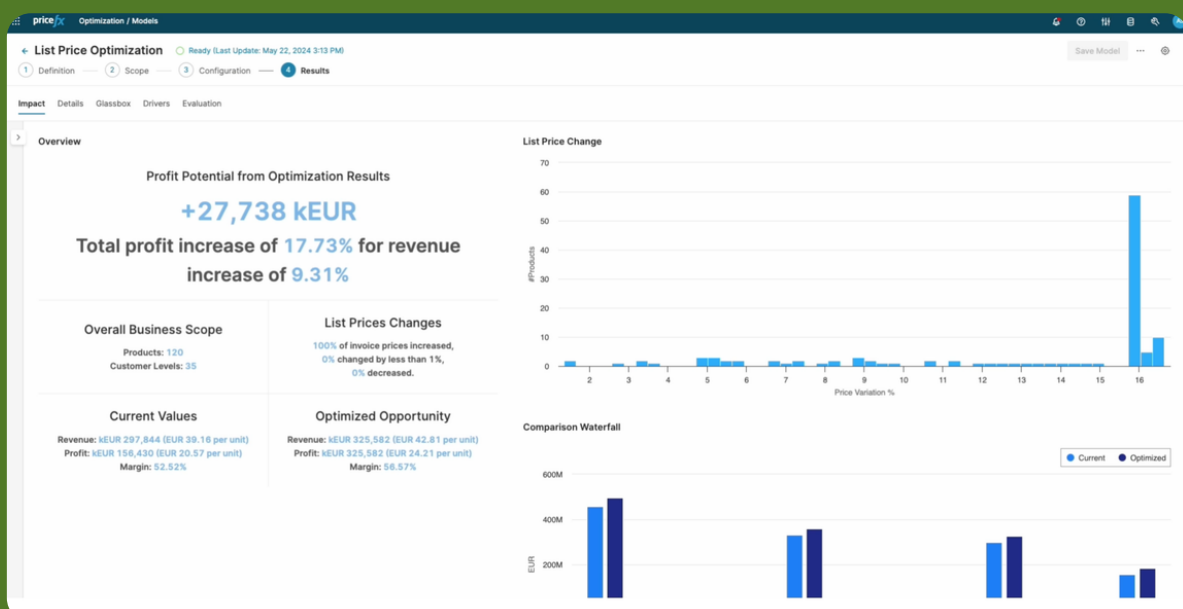
Pricefx List price optimization is a purpose-built accelerator that recommends optimized list prices by product using historical transactions, discounts, rebates, and margin targets. It provides a simplified yet realistic revenue and profit model that reflects how prices behave in the real world, not in isolation.

It enables organizations to increase list prices strategically - globally or by product group - while enforcing defined boundaries and safeguards. Pricing teams gain clear visibility into expected revenue, margin, and net revenue impact before prices are published, ensuring confident, controlled execution.

List Price Optimization (Setup & Results)

The screenshot shows the 'List Price Optimization' setup interface in the Pricefx application. The interface is divided into several sections:

- Strategy:** Includes 'Maximum Decrease (%)' set to 0 and 'Maximum Increase (%)' set to 6.
- Optimization Settings:** Includes 'Use Price Elasticity' (unchecked) and 'Target of Margin Rate Increase (pp)' set to 8.
- List Price Allocation:** Includes 'Overall List Price Change (%)' set to 6.
- Target of List Price Change:** A table with columns 'Product Group', 'Variation (%)', and 'Priority'. It lists three rows: 'Electrical Testing' (2.5% variation, High priority), 'Service Carts' (4% variation, Medium priority), and 'Reference Gauges' (8% variation, Medium priority).
- Follow Up Cost Trend:** Includes checkboxes for 'Follow Cost Increase' and 'Follow Cost Decrease'.



BENEFITS

Why Pricing, Sales & Finance Teams Choose Pricefx List Price Optimization



Pricefx List price optimization transforms list pricing from a static, reactive exercise into a controlled, insight-driven process that supports profitability and growth.

For Pricing Teams

- Target specific margin rate improvements with confidence
- Allocate list price changes precisely where they matter most
- Maintain control through defined price boundaries and change limits



For Sales & Commercial Teams

- Align list prices with product value and premium positioning
- Support growth by pricing products to match willingness to pay
- Reduce customer disruption by avoiding blunt, across-the-board increases

For Finance & Operations Teams

- Model realistic revenue and margin outcomes before price deployment
- Improve forecasting accuracy with transparent pricing assumptions
- Support scalable pricing execution without heavy customization



FEATURES

What Pricefx List Price Optimization Delivers

Pricefx List price optimization delivers clarity and control - helping teams optimize list prices while understanding exactly how changes affect revenue and margin. Its simplified modeling approach balances analytical rigor with ease of use, enabling faster decisions without sacrificing realism.



1

Targeted Margin Optimization

- Define desired margin rate increases
- Generate list price recommendations that support profitability goals

2

Controlled Price Adjustments

- Increase prices across portfolios or specific product groups
- Set upper and lower bounds to prevent disruptive price swings

3

Revenue & Profit Modeling

- Start from historical transactions
- Apply discounts, invoice adjustments, and rebates
- Calculate realistic net revenue and margin impact

4

Glassbox Dashboard Visibility

- View recommended list prices, expected revenue, and margins
- Analyze results using clear charts and tables
- Support confident decisions with transparent logic

5

Enterprise Integration Readiness

- Consume optimized list prices inside Pricefx
- Deliver prices to external systems via secure APIs

GETTING STARTED

Build a Smarter Foundation for Profitable Pricing

Move beyond static list prices and intuition-driven updates. Pricefx List price optimization gives organizations the insight, control, and confidence needed to elevate list prices strategically - while protecting customers, margins, and systems.



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 [AI Optimization page](#), or see how complementary Pricefx capabilities - such as Agents, Rebate Management, Channel Management, and Price Management - help pricing and sales teams make smarter, faster price decisions.