pricefx

Release 18

Smarter pricing. Higher margin. AI built in.



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Release 18 at-a-glance

From headline features to everyday improvements

TIER 1

Headline features

Pricing Plans

Plan, simulate, approve, and publish prices from in one governed workspace.

AI Price Guidance

Quote confident, explainable prices for every deal and configuration. Matrix guidance builds your full price book.

Databricks Connector

Exchange data between Databricks and Pricefx without file exports or custom development.

TIER 2

Secondary features

Agent Performance Tracking

Measure the value each agent delivers by comparing realized impact against projections, with price, volume, and cost effects broken out separately.

PlatformManager via AI (MCP)

Query your platform and validate data files in plain language from Claude or any MCP-enabled assistant, with read-only, permission-scoped access.

TIER 3

Minor features

Job Performance Dashboard

Monitor runtime and throughput across all jobs in a single view and identify slowdowns and regressions as they occur.

PlatformManager Everyday Improvements

Spotlight search, a single data quality score, in-app help, and streamlined imports and exports make daily administration faster and easier.

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Availability and preconditions

What ships when, and what it needs

Feature	Available	Preconditions
Pricing Plans	Release 18, Jan 24, 2027	None
AI Price Guidance	Release 18, Jan 24, 2027	None
Databricks Connector	PlatformManager 1.99, Dec 2026	PlatformManager 1.99; Databricks Unity Catalog
Agent Performance Tracking	Release 18, Jan 24, 2027	None
PlatformManager via AI (MCP)	PlatformManager 1.99, Dec 2026	Personal token; MCP-capable AI assistant
Job Performance Dashboard	PlatformManager 1.99, Dec 2026	PlatformManager 1.99
PlatformManager Everyday Improvements	PlatformManager 1.99, Dec 2026	PlatformManager 1.99

Platform features ship with PlatformManager 1.99 in December 2026, ahead of Release 18.

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TIER 1

Headline features

New, differentiating capabilities that change what pricing teams and sellers can do.

1 **Pricing Plans**

Plan, simulate, approve and publish price changes in one workflow

2 **AI Price Guidance**

An explainable price for every deal, plus Matrix Guidance

3 **Databricks Connector**

Your Databricks lakehouse, connected to pricing

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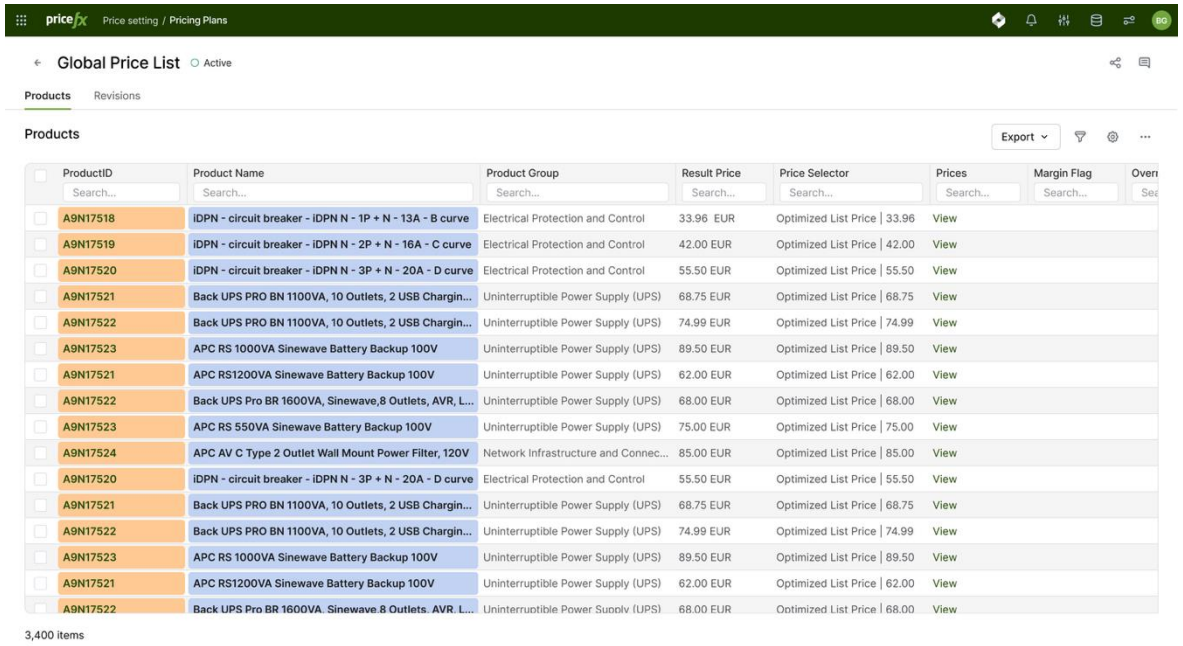
Pricing Plans

Plan, simulate, approve and publish price changes in one workflow



1 Simplified workflow

One guided workflow from price change to live price.

2 Integrated simulation

Know the impact first by comparing scenarios side by side with impact dashboards.

3 Governed end-to-end

Approve the best scenario, schedule go-live, and keep one record.

Faster, smarter price changes, with the impact known before you approve.

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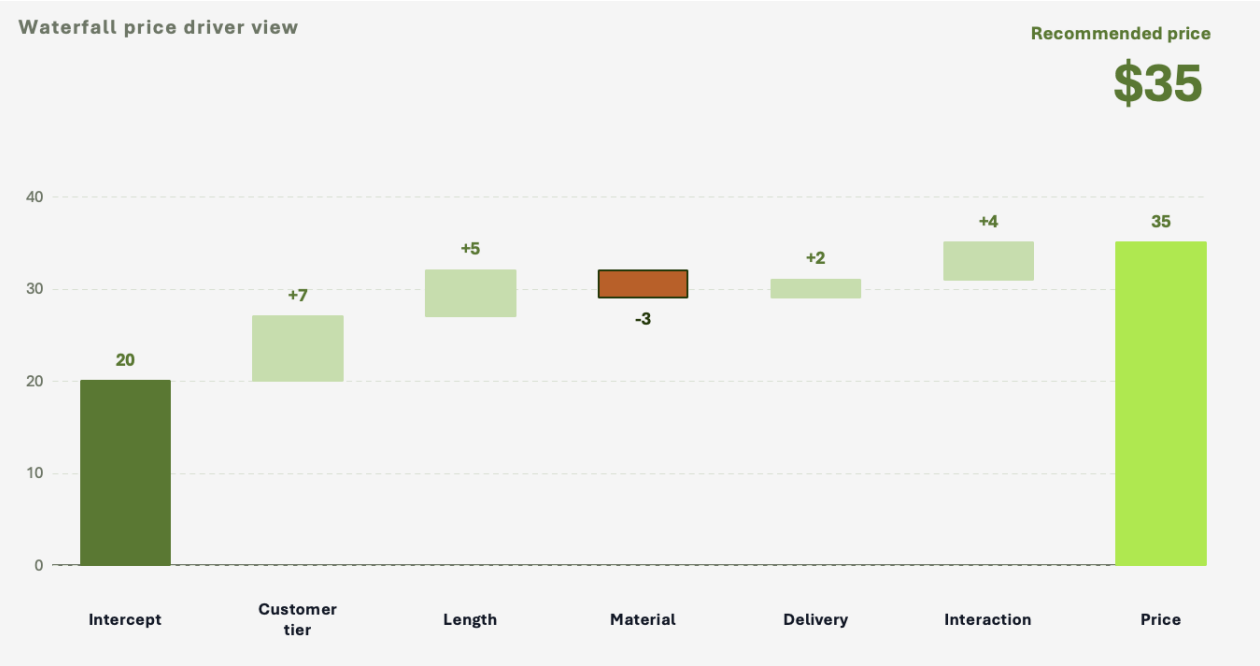
AI Price Guidance

An explainable price for every deal, plus Matrix Guidance



1 Price any product, even new ones

AI prices new configurations and first-time customers confidently, without relying on segments.

2 Sales can defend it

Every price traces to visible attributes, the way sellers already explain value.

3 Matrix Guidance

Turns AI deal guidance into a complete price book that follows your margin rules.

Higher win rates at target margin, with every price easy to explain.

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Databricks Connector

Your Databricks lakehouse, connected to pricing



BEFORE	NOW
CSV extracts on SFTP	**Direct Unity Catalog connection**
Full reloads every time	**Only new or changed rows**
Hunting for errors	**Clear run results with fix hints**

1 Lakehouse meets pricing

Pricing runs on the same governed data as the rest of the business.

2 Always-current data

Incremental loads keep pricing on today's data, with no full reloads.

3 Integration you can trust

Safe writes, clear run results and AI-assisted field mapping.

Faster data integration and smarter pricing decisions, straight from your lakehouse.

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TIER 2

Secondary features

Meaningful upgrades that make key workflows stronger for specific teams.

1 **Agent Performance Tracking**

Prove the value every Agent delivers

2 **PlatformManager via AI**

Ask about your platform in plain language

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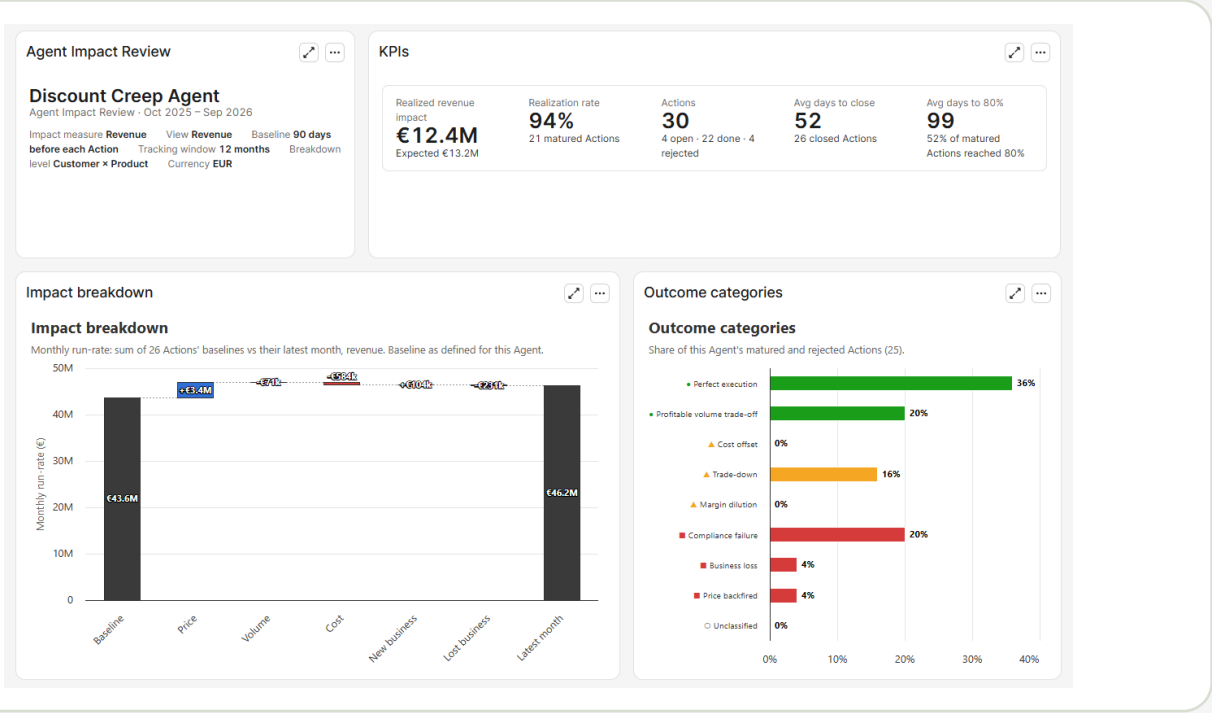
Agent Performance Tracking

Prove the value every Agent delivers



1 Real results

See the margin an agent actually delivers.

2 True price impact

Separate price from volume and cost effects.

3 Agent's actions classified

Each action is classed as value delivered, at risk or lost.

Faster, defensible proof of the margin your Agents deliver.

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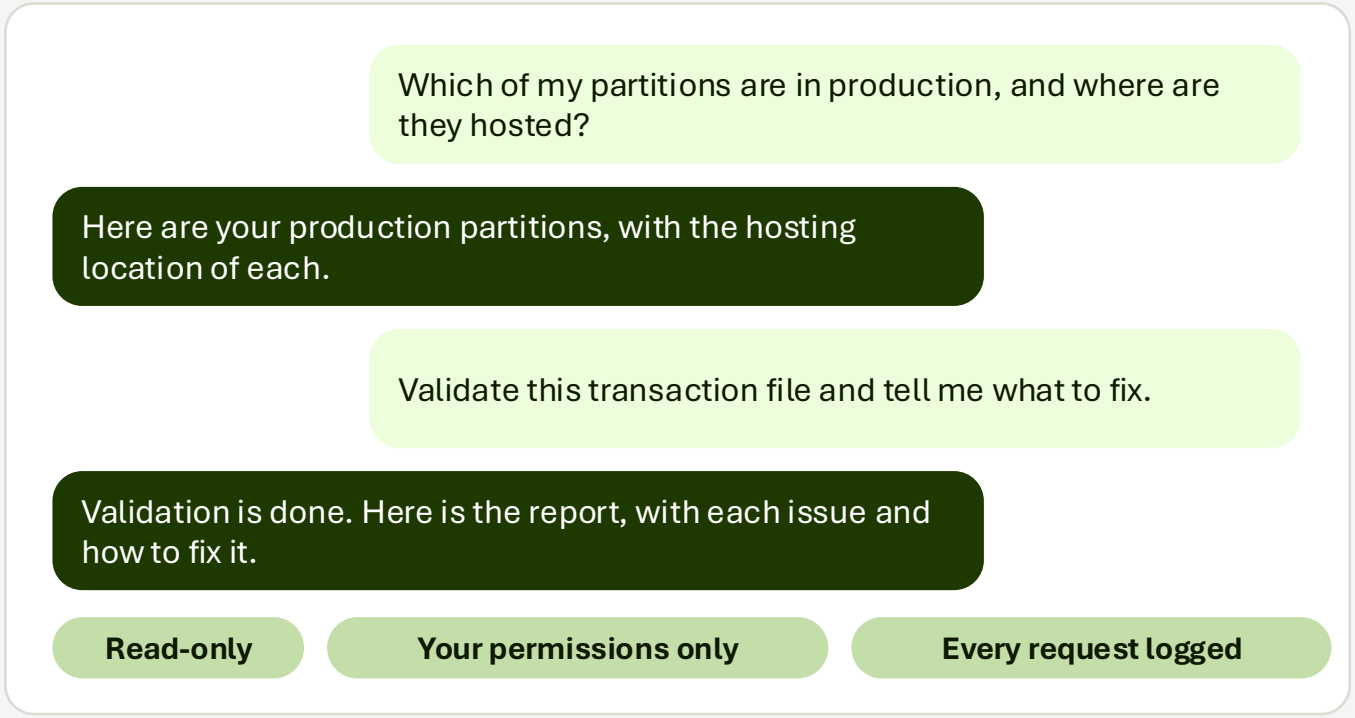
PlatformManager via AI

Ask about your platform in plain language



1 Answers in plain language

Ask about accounts, partitions and integrations instead of clicking through screens.

2 Data validated in one chat

Share a file and get back every issue, with how to fix it.

3 Secure by design

Read-only, limited to your own permissions, with every request logged.

Faster answers and cleaner data, using the AI assistant you already trust.

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TIER 3

Minor features

Everyday usability and operational improvements.

1 **Job Performance Dashboard**

See how every job performs, without the logs

2 **Everyday Improvements**

Spotlight search, data quality score, in-app help

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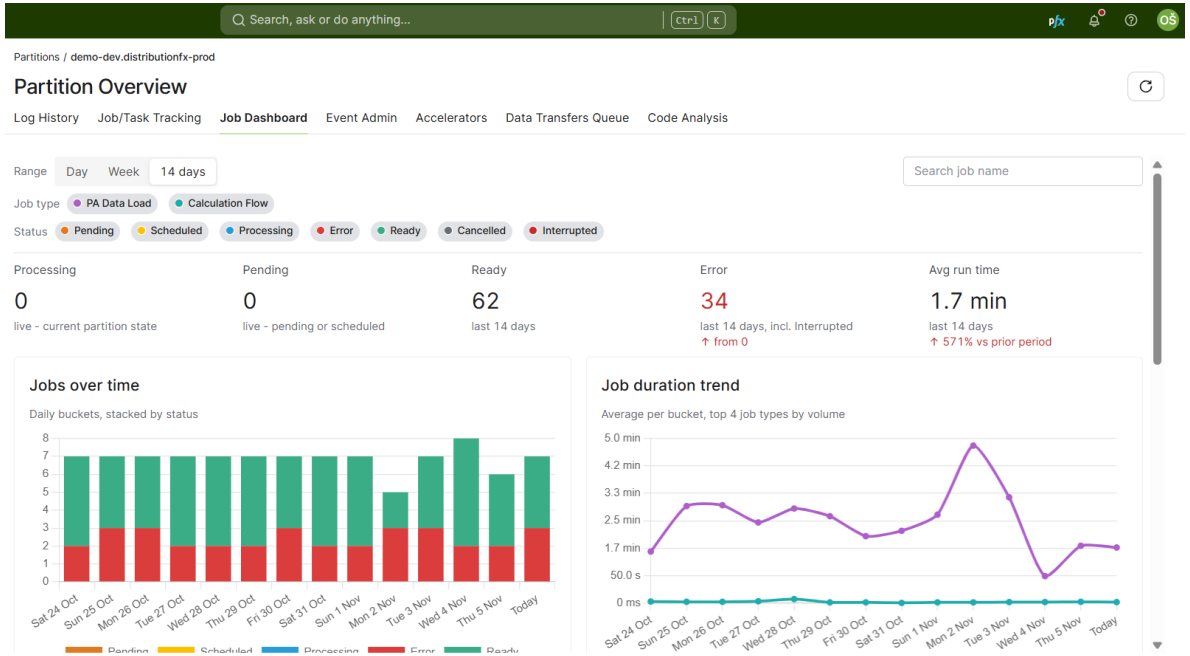
Job Performance Dashboard

See how every job performs, without digging through logs



1 Performance visibility

See the run time and throughput of every job at a glance, with no log expertise needed.

2 Fewer support tickets

Investigate job performance directly in PlatformManager.

3 Catch slowdowns early

Filter by job type, name or status to spot regressions before go-live.

Faster troubleshooting and smoother pricing operations, without support tickets.

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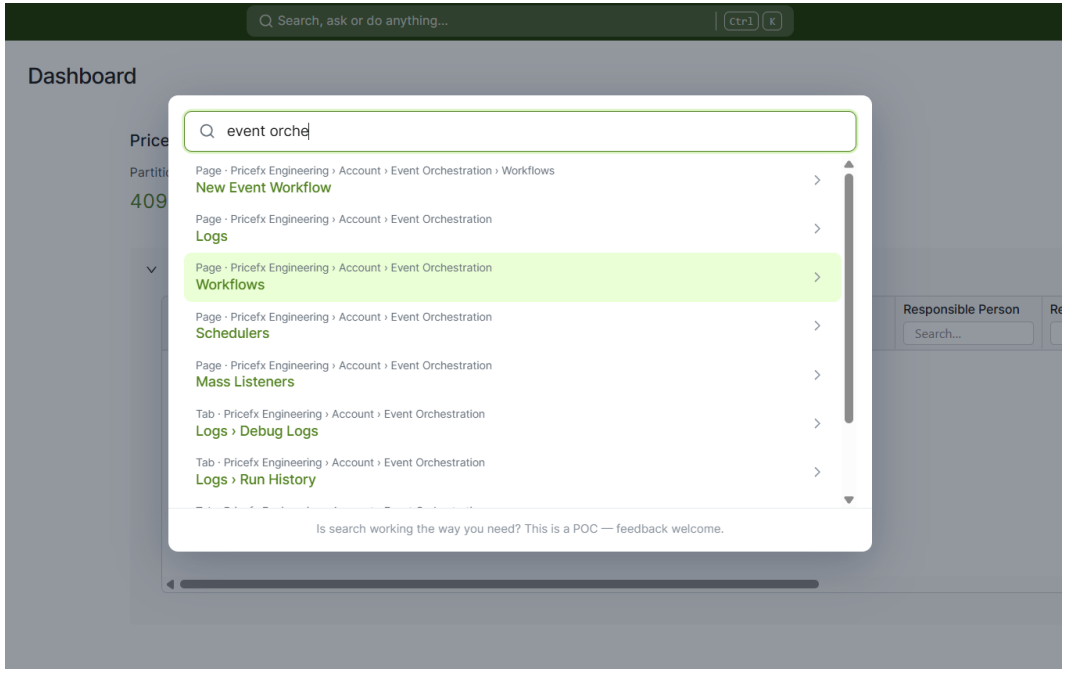
Everyday Improvements

Find anything faster, trust your data, get help in place



1 Find anything in seconds

Spotlight search jumps to any account, partition or IntegrationManager instance.

2 Trust data at-a-glance

Every validation report opens with one overall data quality score.

3 Help where you work

In-app help on every page, a workflow diagram, and smoother imports and exports.

Less time on routine admin, and a shorter learning curve for new administrators.

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Pricefx N-1 release policy

Official support covers the latest two releases



1 When Release 18 ships

Customers must run Release 18.x (N) or Release 17.x (N-1).

2 On Release 16?

Start planning your upgrade to Release 17 now.

3 Shared environment

Upgraded automatically, so you already comply. The policy matters most for private cloud.

Talk to your Customer Success Manager to plan your Release 18 upgrade.

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Smarter pricing.
Higher margin.
AI built in.

Release 18 is generally available on January 24, 2027.

NEXT STEPS

1. **See it live**

   What's New in Release 18 webinar, (January 2027)

2. **Plan your upgrade**

   Review availability and preconditions with your Customer Success Manager

3. **Go deeper**

   Release notes and documentation at general availability

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APPENDIX 1

Extended Feature Overview

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TIER 1 · HEADLINE FEATURE

Pricing Plans for Price Management

Plan, simulate, approve and publish price changes in one governed workflow.

KEY BENEFITS

1 **Simplified workflow**

Manage every step of a price change in one guided workflow, so price changes reach the market faster.

2 **Integrated simulation**

Know the impact first by comparing scenarios side by side with built-in impact dashboards.

3 **Governed end-to-end**

Approve, then schedule activation. AI Optimization models publish straight into plans.

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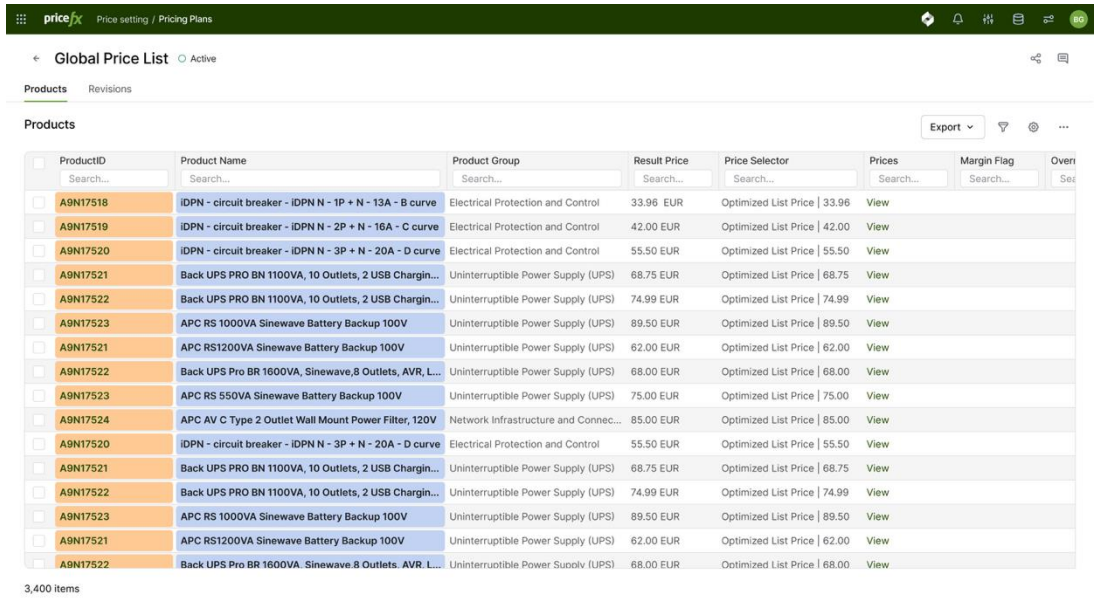
Pricing Plans for Price Management

Plan, simulate, approve and publish prices in one place



Update pricing in a single workspace

Revise active prices for the upcoming periods within unified workflow, from planning to go live.

Simulate scenarios

Test alternate price strategy with simulations and scenario planning built in.

Compare impact and approve together

Quantify impact before committing changes, then review and approve the preferred scenario.

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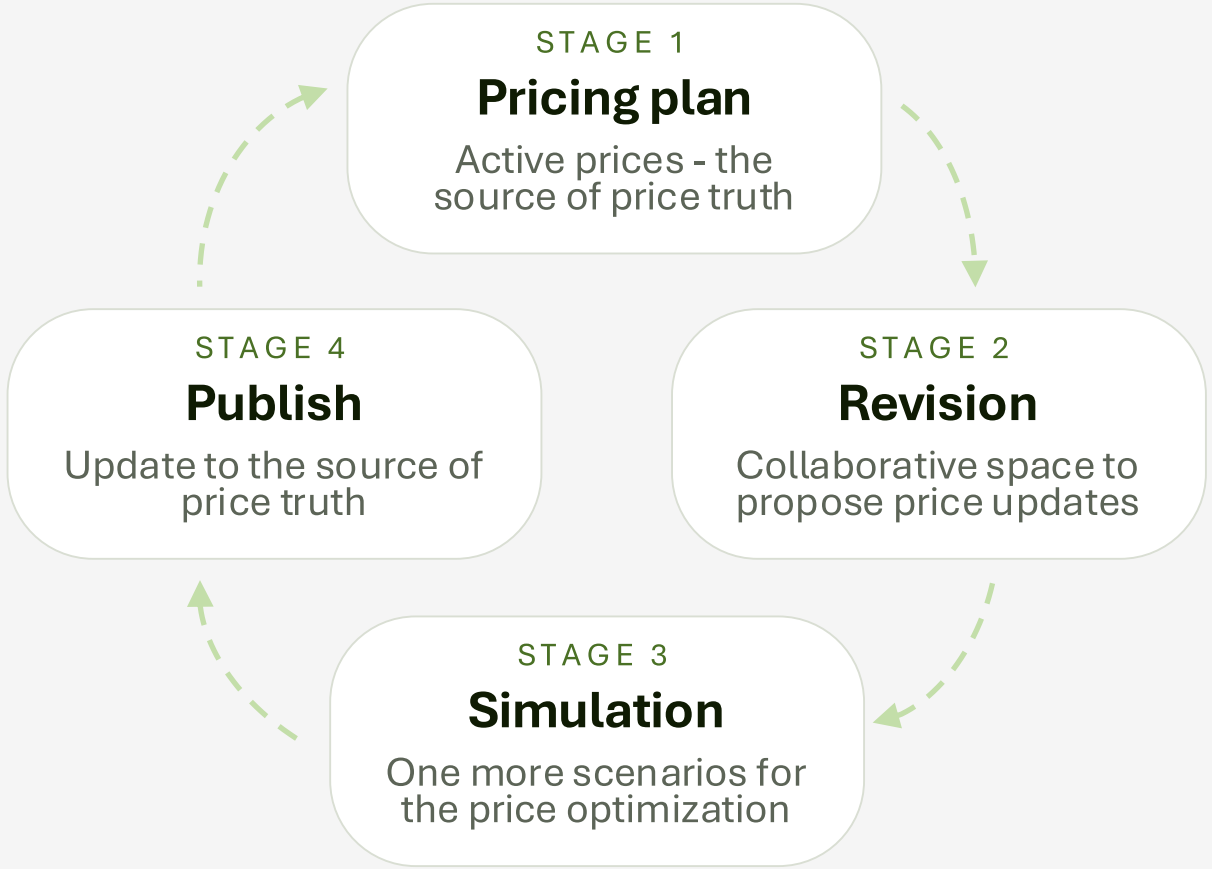
One workspace, one continuous cycle



Streamlined workflows

Consolidates multiple screens into a single guided experience.

Advanced simulation

Enables side-by-side comparison of pricing scenarios.

Lifecycle governance

Manages pricing processes seamlessly from draft stage to final publication.

Integrated analytics

Embeds dashboards directly into workflows for immediate impact visibility.

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STAGE 1
Pricing plan

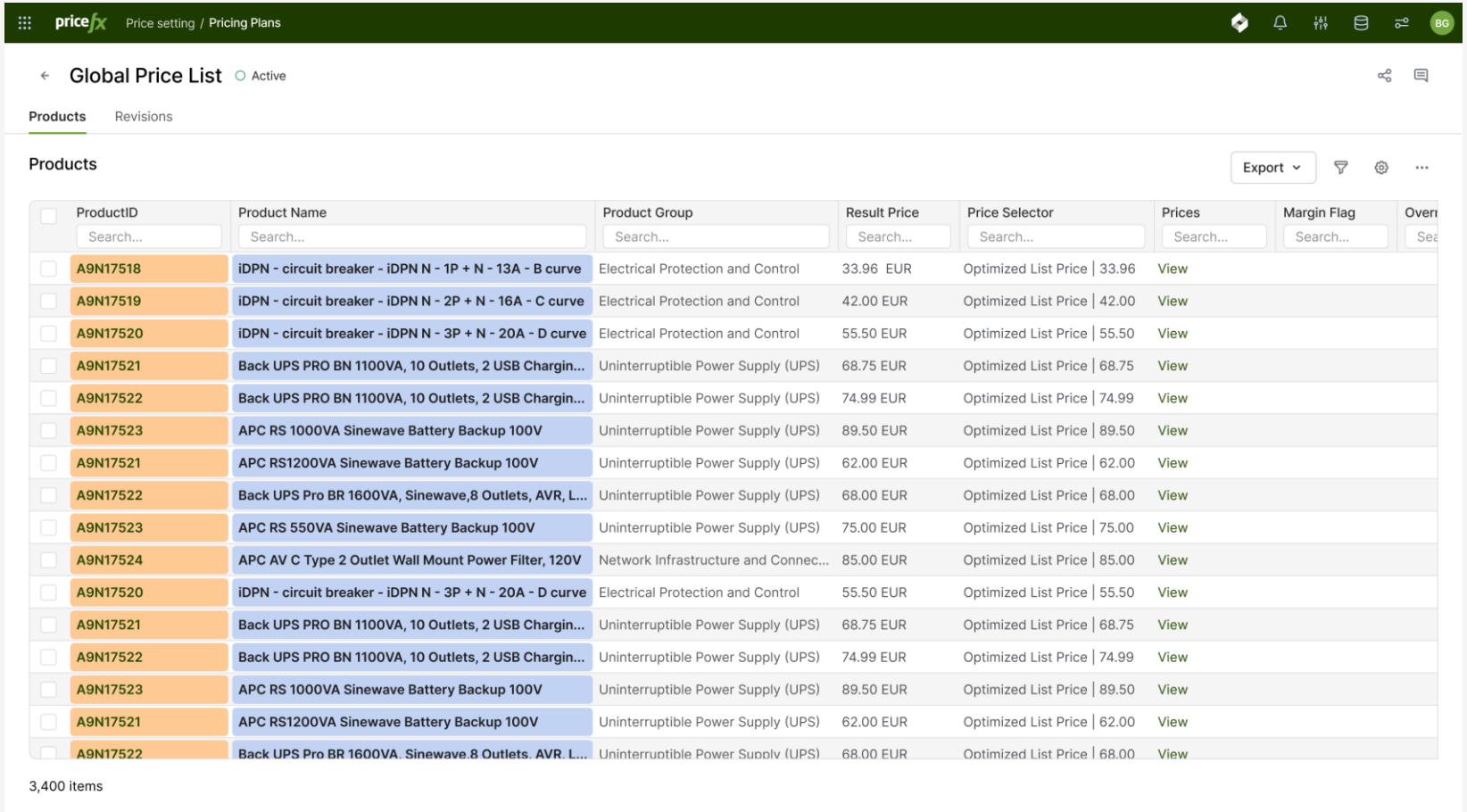
STAGE 2
Create revision

STAGE 3
Simulate scenario(s)

STAGE 4
Publish revision

Pricing Plan

Active prices are stored in a pricing plan with the options to create, publish and track revisions.



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STAGE 1
Pricing plan

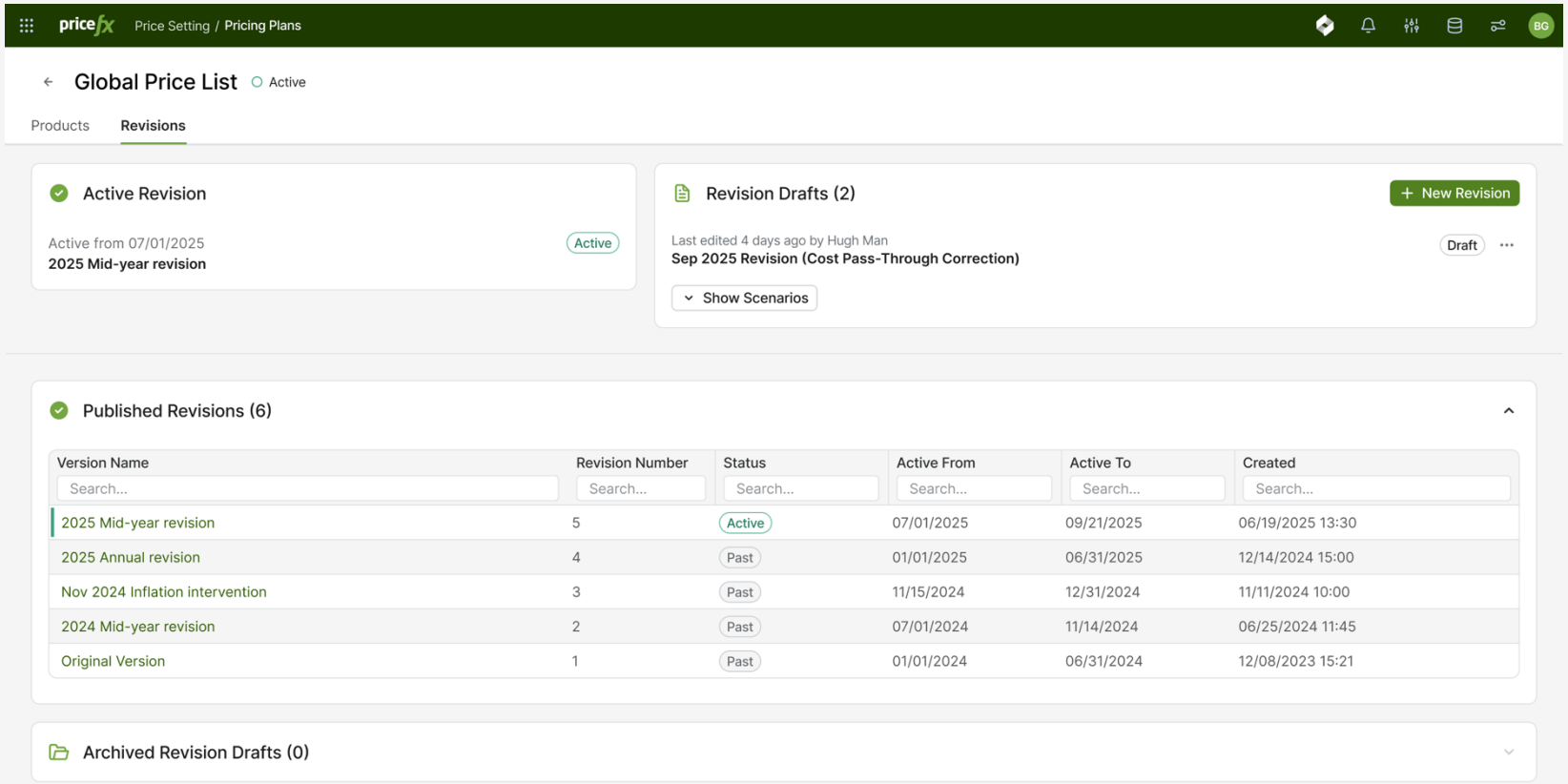
STAGE 2
Create revision

STAGE 3
Simulate scenario(s)

STAGE 4
Publish revision

Revision

Build updated pricing plan based on the current one.



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STAGE 1
Pricing plan

STAGE 2
Create revision

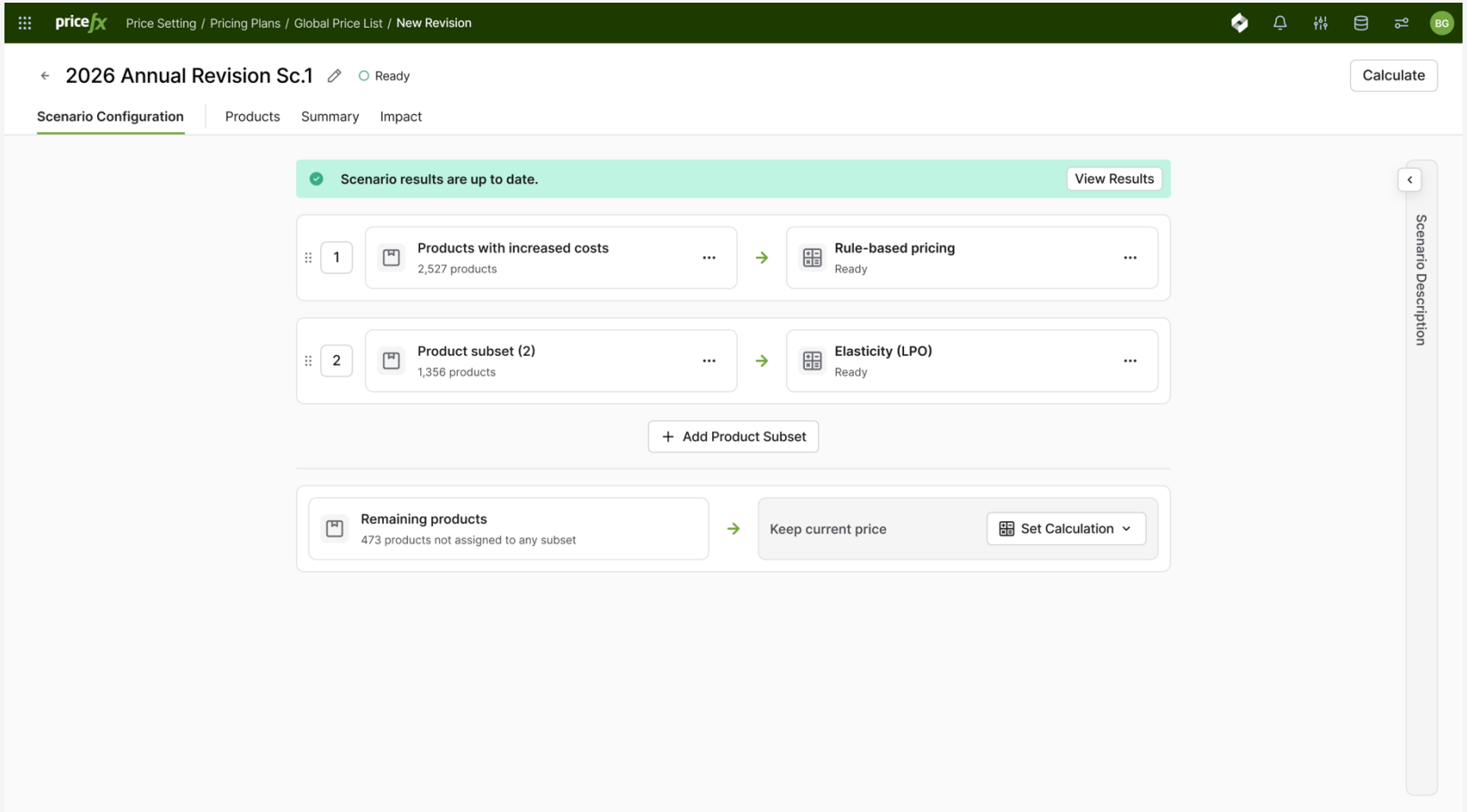
STAGE 3
Simulate scenario(s)

STAGE 4
Publish revision

CONFIGURE

Simulation

Set the strategy for how new prices will be calculated.



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STAGE 1
Pricing plan

STAGE 2
Create revision

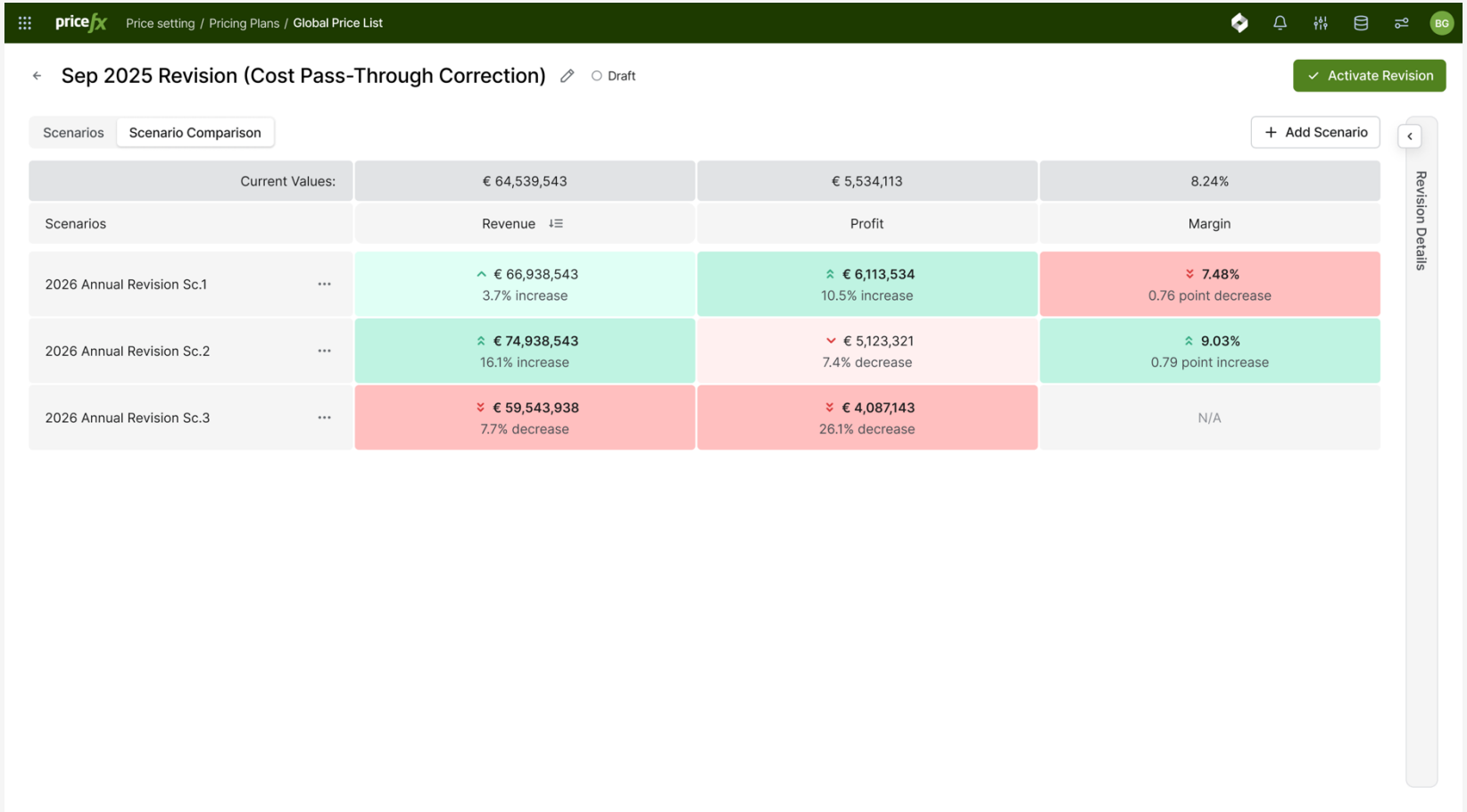
STAGE 3
Simulate scenario(s)

STAGE 4
Publish revision

COMPARE

Simulation

Simulate and compare multiple scenarios within the same revision.



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STAGE 1
Pricing plan

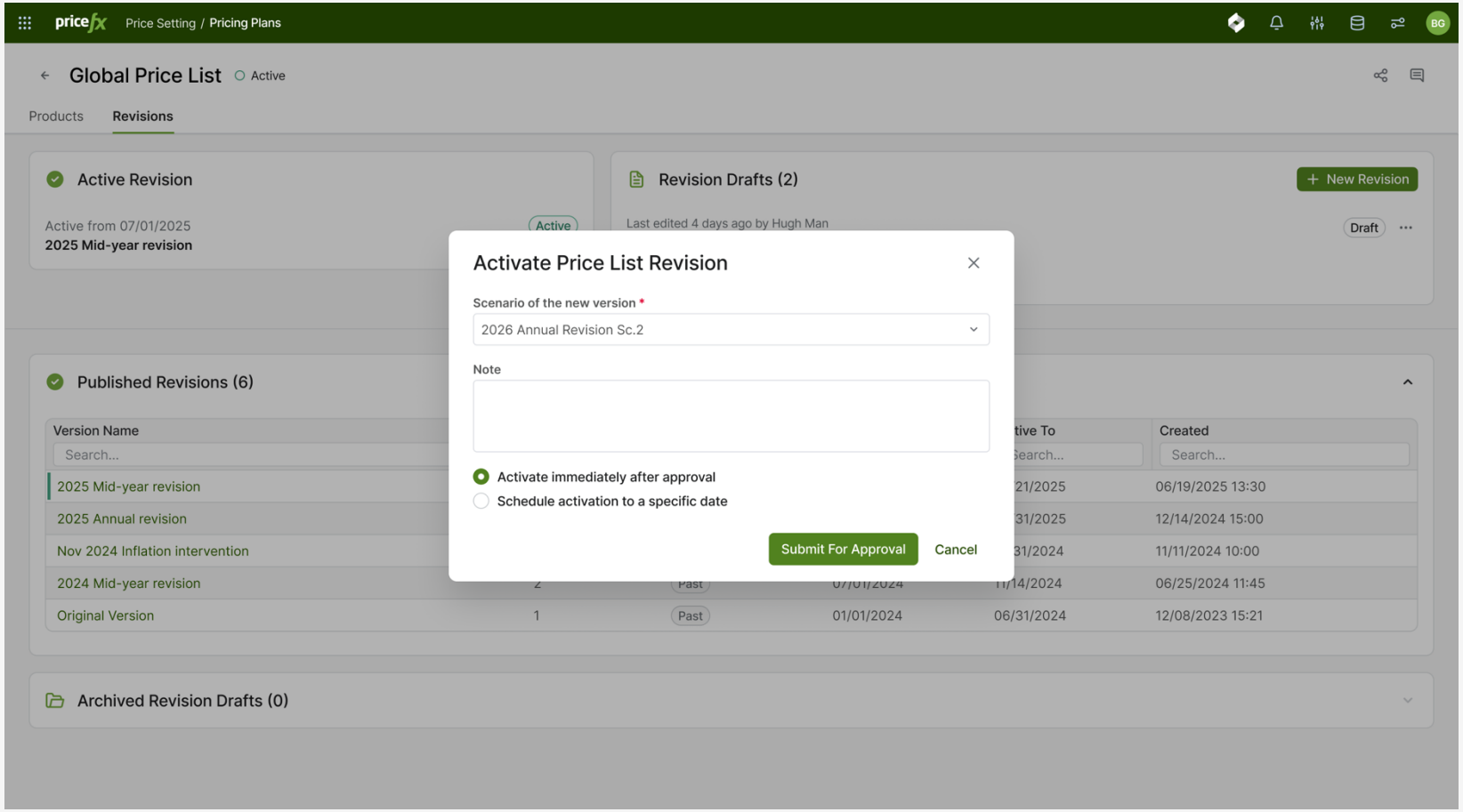
STAGE 2
Create revision

STAGE 3
Simulate scenario(s)

STAGE 4
Publish revision

Publish

Choose the best scenario and publish it as the new set of active prices.



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TIER 1 · HEADLINE FEATURE

AI Price Guidance with Matrix Guidance

A confident, explainable price for every deal, and a complete price card that follows your margin rules.

KEY BENEFITS

1. **Price deals never seen**

   Confident prices for new configurations and first-time customers.

2. **Sales can defend it**

   Every price traces to visible attribute drivers.

3. **New: Matrix Guidance**

   Turn deal guidance into a publishable price card.

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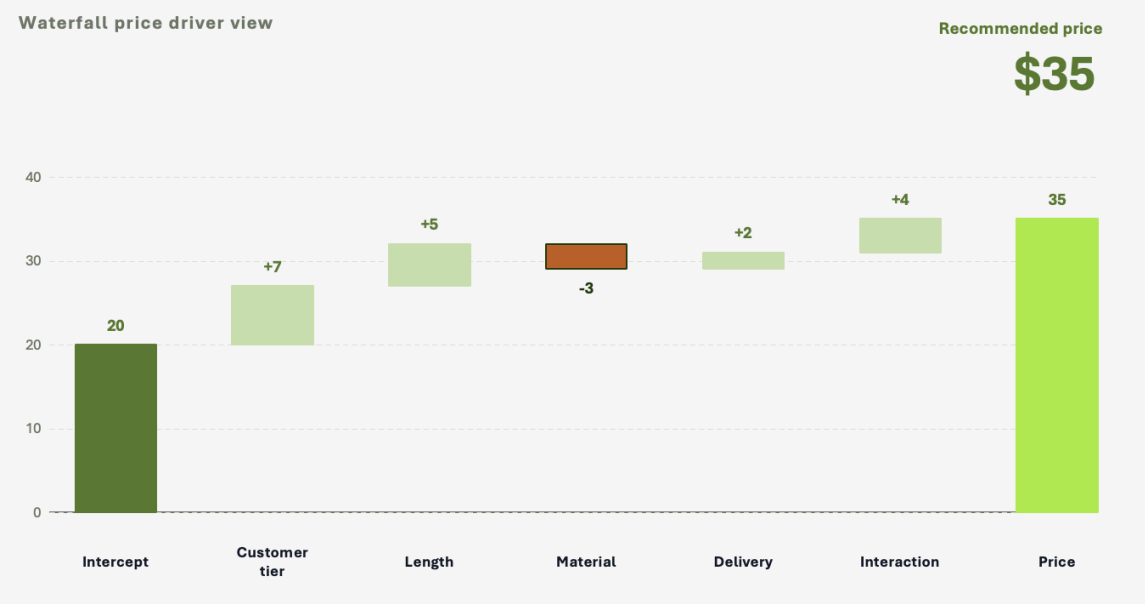
Price Guidance

Attribute-driven pricing for deals with stable or high-variability product portfolios.



Price every deal

Provides price recommendations following specific conditions of every deal and your profitability rules.

Get a precise price and corridor

Get a recommended price, discount or adjustment, plus a corridor for room to move.

Works for every scenario

The approach provides prices for both stable and high-variability (configured) product catalogues.

Act across the deal lifecycle

Apply guidance in Quoting, Agreements, Promotions and Price Setting, or inside your existing CRM and other systems.

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Price Any Deal, Even Brand-New Ones

Attribute-based approach gives every configuration a confident price

EXAMPLE SCENARIOS

- **Configured products**
  Engineered equipment, custom machinery
- **Formula & additive pricing**
  Food & beverage, specialty chemicals
- **Customer agreements**
  Multi-tier, multi-channel distribution
- **Context-dependent quoting**
  Large commercial contracts
- **Distributor matrix pricing**
  Wholesale, building materials, MRO
- **Index pricing**
  Steel, industrial gas, agri commodities
- **Commodity volatility**
  Copper, aluminum, raw materials

No empty segments

Learns from all transactions at once, so long-tail items never fall back to a default price.

Day-one quotes for new builds

Price made-to-order builds and first-time customers with no SKU or price history.

Proven across industries

From engineered equipment to food ingredients and distribution catalogs.

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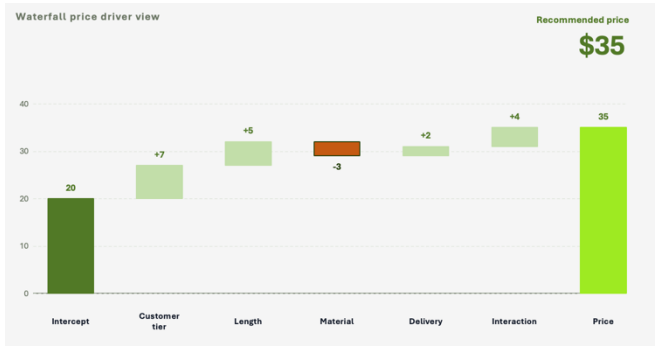
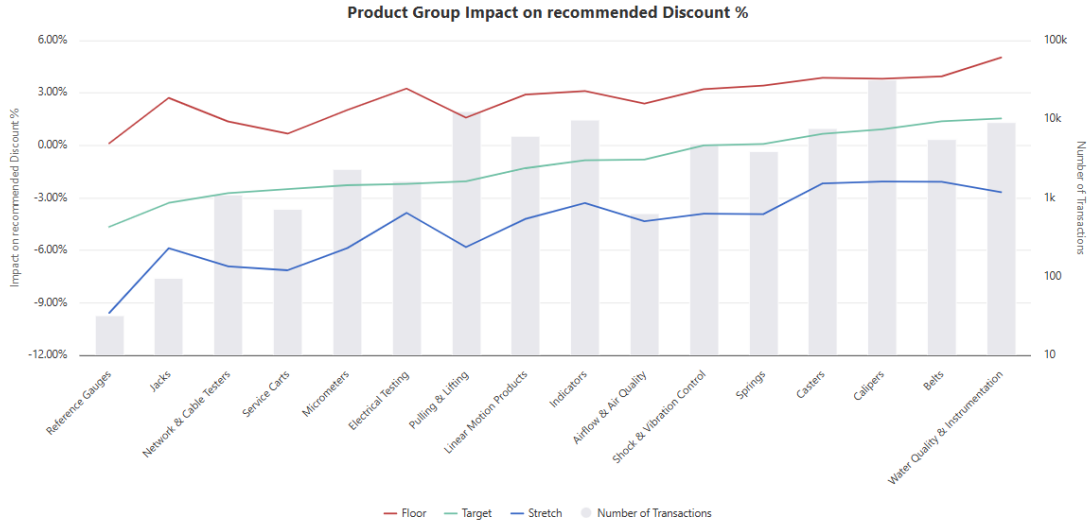
Recommendations Sales Can Defend

Glass-box AI shows how every attribute moves the recommended price





Glass-box by design

Every cent of the recommendation traces back to a visible attribute driver.

Ready for the negotiation

Negotiation band with floor / target / stretch price provides visibility of the impact for every feature.

Trusted by pricing and finance

Consistent results run to run, an audit trail for every quote, and coherent price curves.

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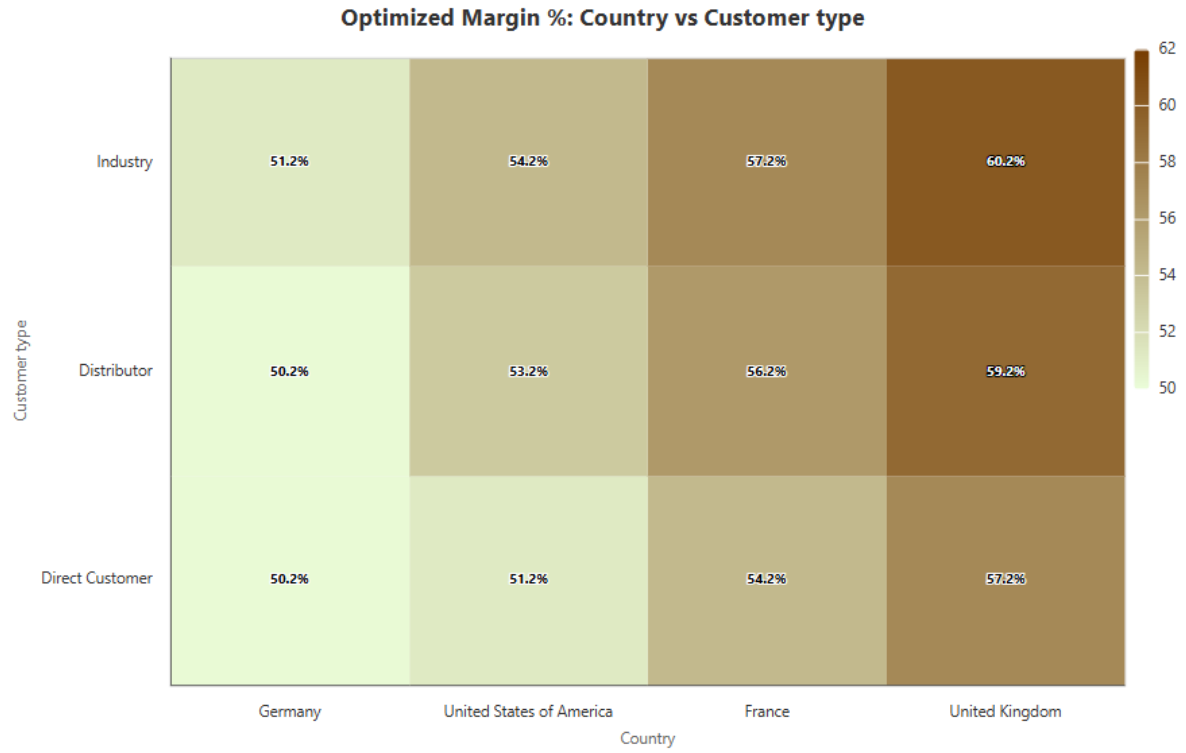
Introducing Matrix Guidance

NEW

From smart deal prices to a complete price book



Full price book

Turns deal-level recommendations into a full price book covering various deal situations.

Your rules, built in

Every customer group, product segment, and region gets a sensible price that fits your pricing rules.

Always consistent and profitable

Consistent, defensible pricing that stays profitable without negotiating each deal separately.

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TIER 2 · FEATURED CAPABILITY

Agent Performance Tracking

Prove the value every Agent delivers in real transactions, not projections.

KEY BENEFITS

1 **Real results**

See the margin each Agent action actually delivered.

2 **True price impact**

Separate price from volume, mix and cost.

3 **Smarter Agents over time**

Each action is classed as value delivered, at risk, or lost, and feeds back into Agents rules.

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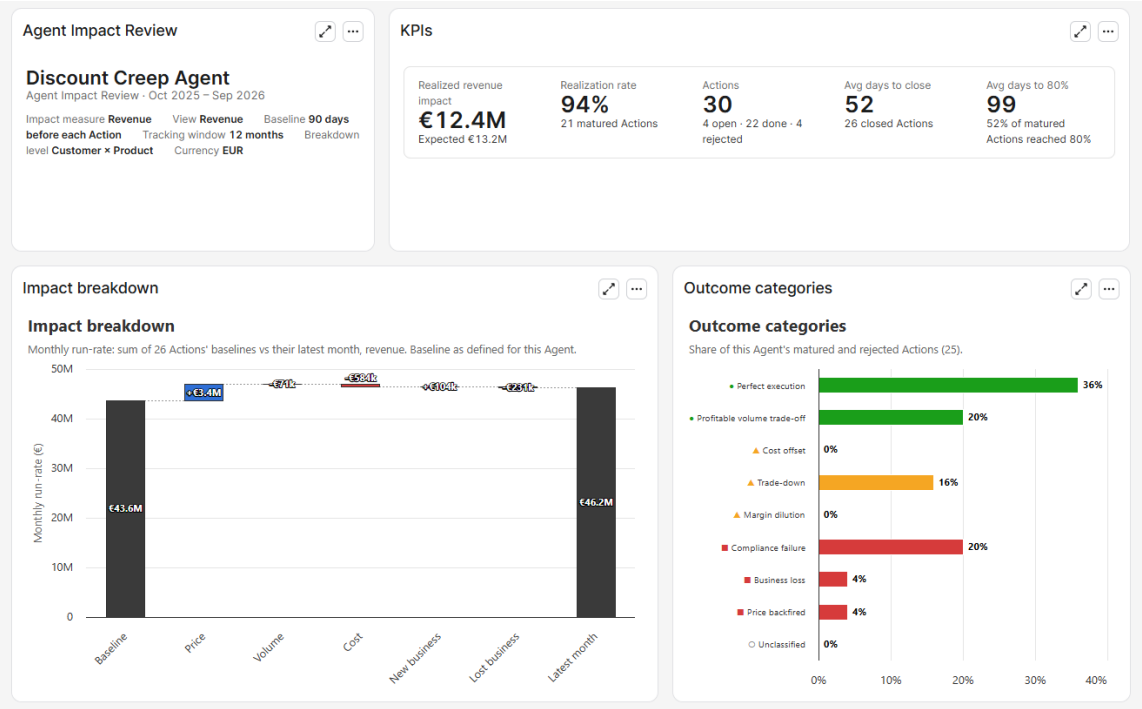
Tracking Agent Performance

Prove the value Agents deliver in real transactions.



Measure realized value

Track new transactions after each Agent action to report the margin Agents delivered.

Isolate the true price impact

Breakdown analysis separates price from volume, and cost changes.

Set impact tracking for your Agent

Impact is computed inside the Agent. No external tracking or manual Excel models.

A view for every stakeholder

Overview dashboard or detailed dashboard let you track realized vs. expected value, from the total down to details.

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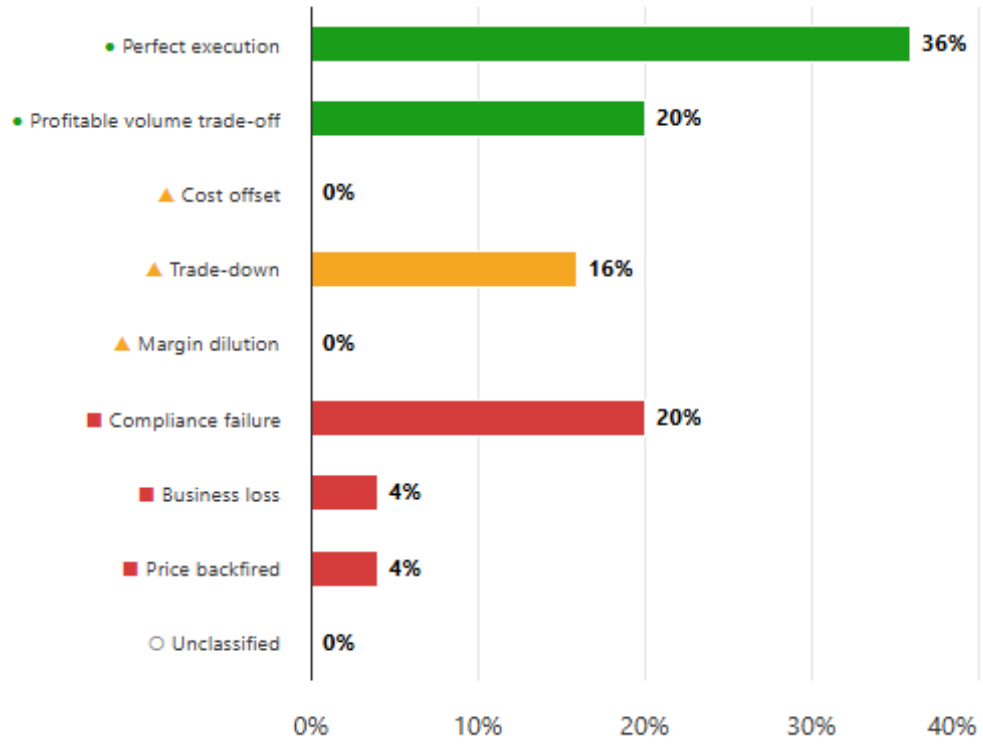
Classifying Every Agent Action

Each tracked action gets an outcome case that shows what worked and what to fix



Value delivered

Perfect execution, elasticity within tolerance or profitable pruning.

Value at risk

Trade-down or cost offset eroded part of the price gain.

Value lost

Price backfired, compliance failure or damaging churn.

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TIERS 1 TO 3

Platform Management

Connect your data, ask in plain language, and keep every job on track.

1. Databricks Connector
2. PlatformManager via AI
3. Job Performance Dashboard
4. Everyday Improvements

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Platform Management Highlights

Connect your data, ask in plain language, and keep every job on track.

Connect
Databricks, both ways

Ask
PlatformManager via AI

Monitor
Job performance

Find
Anything, in seconds

Connect Pricefx to Databricks
Exchange data directly with your lakehouse, both ways. No more file extracts.

Ask PlatformManager via AI
Connect Claude or your own assistant and get answers in plain language.

See job performance at a glance
A new dashboard charts every job run, so **slow jobs** stand out without the logs.

Work faster every day
Spotlight search, a data quality score, in-app help and smoother data imports.

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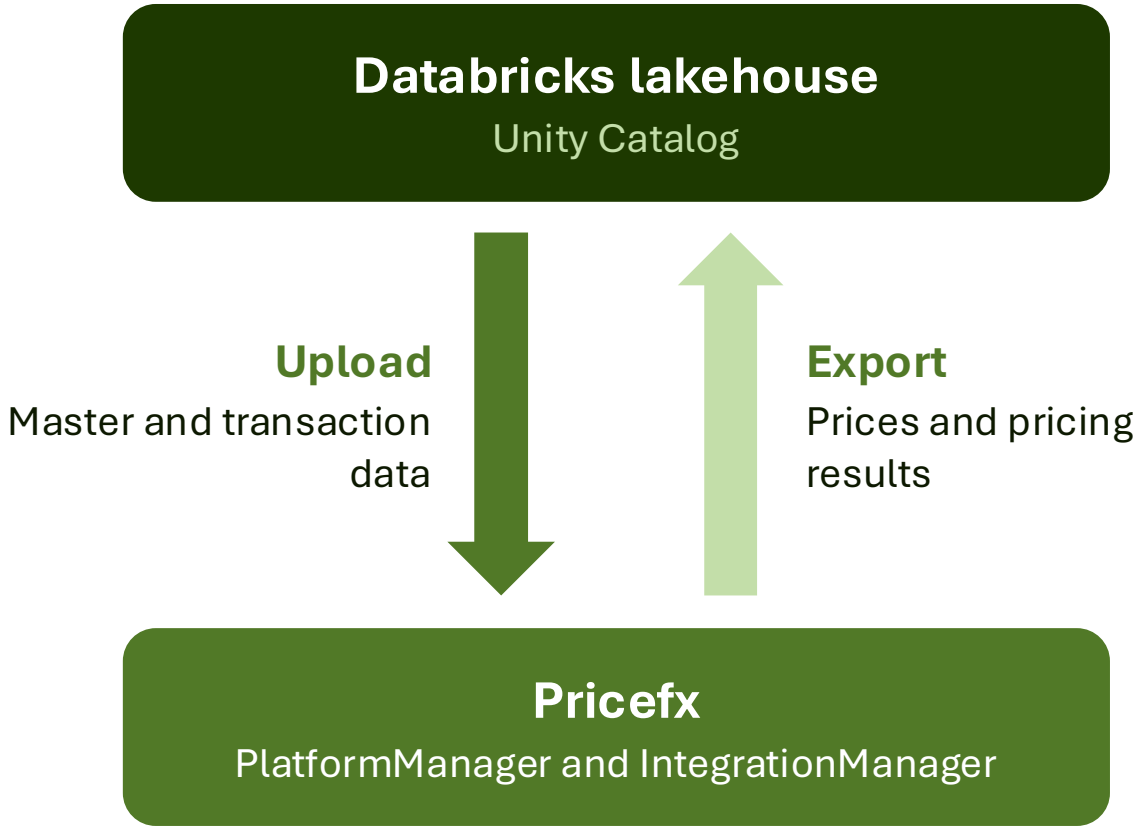
Databricks Connectivity

Pricefx now connects directly to your Databricks lakehouse, in both directions



No more file handoffs

Data flows straight from Databricks, with no extracts dropped on SFTP.

Results where analysts work

Send prices and pricing results back to the lakehouse for reporting.

Guided setup with AI

A wizard maps your fields with AI help and schedules every data flow.

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Databricks Data Flows You Can Trust

Load only what changed, write safely, and fix issues yourself

Before	Now
Full reloads every time	**Only new or changed rows**
CSV extracts on SFTP	**Direct Unity Catalog connection**
Hunting for errors	**Clear, actionable run results**
One-way data flow	**Import and export, both ways**

Load only what changed

Incremental loads pick up new and changed rows instead of reloading everything.

Never a half-written table

Overwrite, append or merge safely. A failed run leaves your data untouched.

Fix issues without a ticket

Clear run results with hints let admins solve problems themselves.

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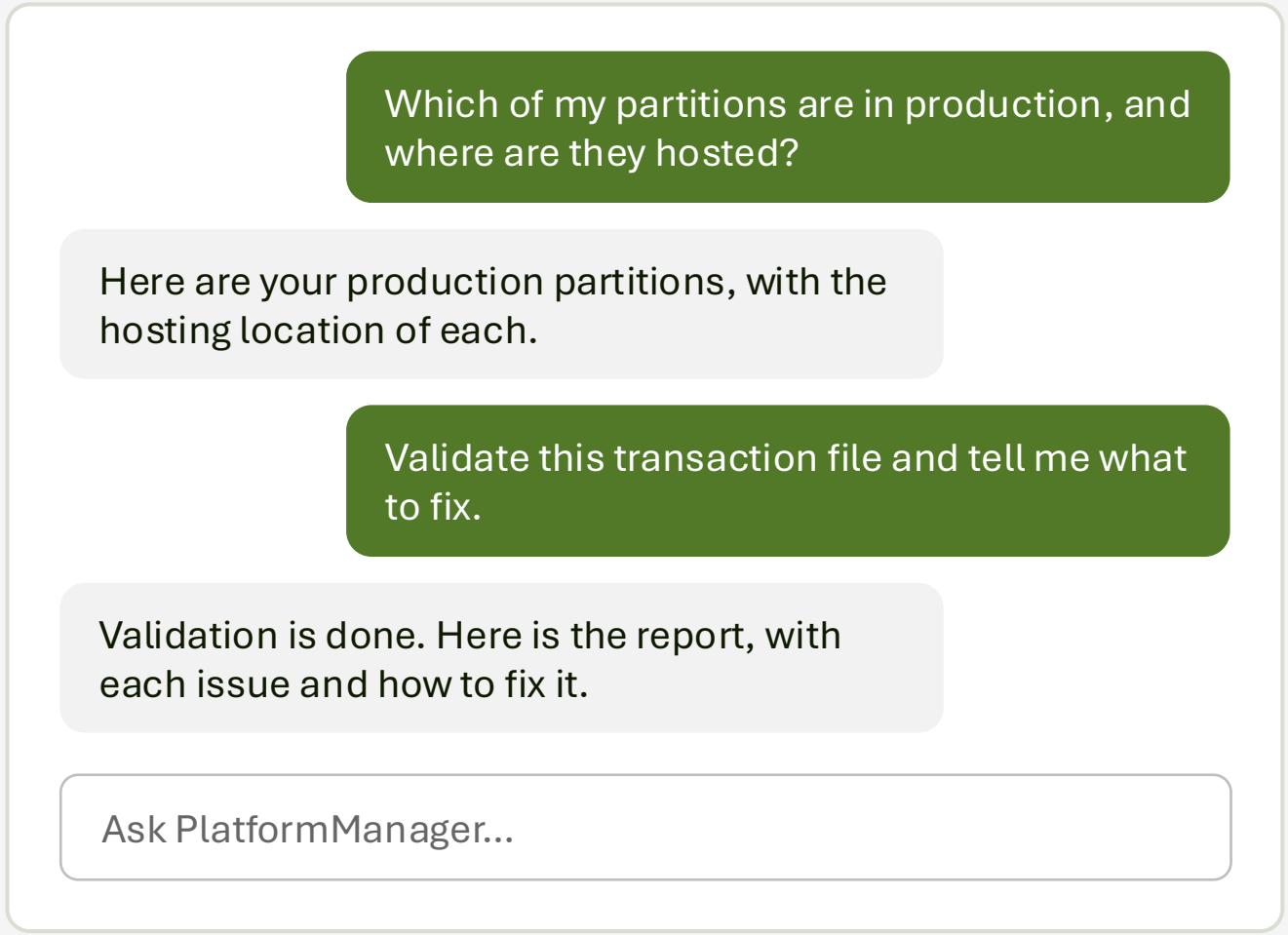
Ask PlatformManager via AI (MCP)

Ask about your platform in plain language, from Claude or any AI assistant



Answers in plain language

Ask about accounts, partitions and integrations without clicking through screens.

Validate data in one chat

Hand over a file and get back a clear list of what to fix.

Works with your AI tools

Built on the open MCP standard: Claude, developer tools or your own agents.

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Secure AI Access by Design

Your assistant sees only what you can see, and every request is logged

Set up in three steps

1. **Create a personal token**
   in PlatformManager
2. **Add it to your AI assistant**
   Claude or any MCP client
3. **Ask away**
   Every call is checked and logged

Your permissions only

Each request is checked against the user's own PlatformManager rights.

Read-only by design

Assistants can look but not change, so nothing is modified by accident.

Every request logged

Every call is audited, and blocked change attempts are recorded too.

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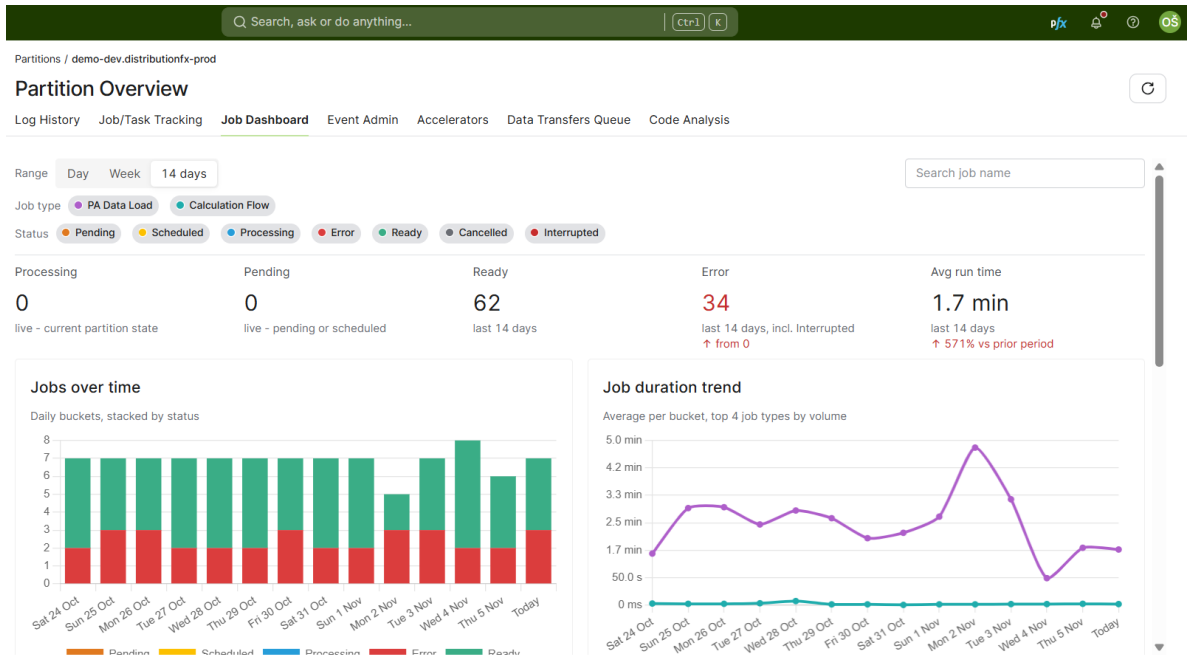
Job Performance Dashboard

See how every job performs, without digging through logs



Performance visibility

Check job performance quickly, with no log expertise needed.

Fewer support tickets

Answer “why is my job slow?” right in PlatformManager.

Catch slowdowns early

Filter by job type, name or status and spot regressions before go-live.

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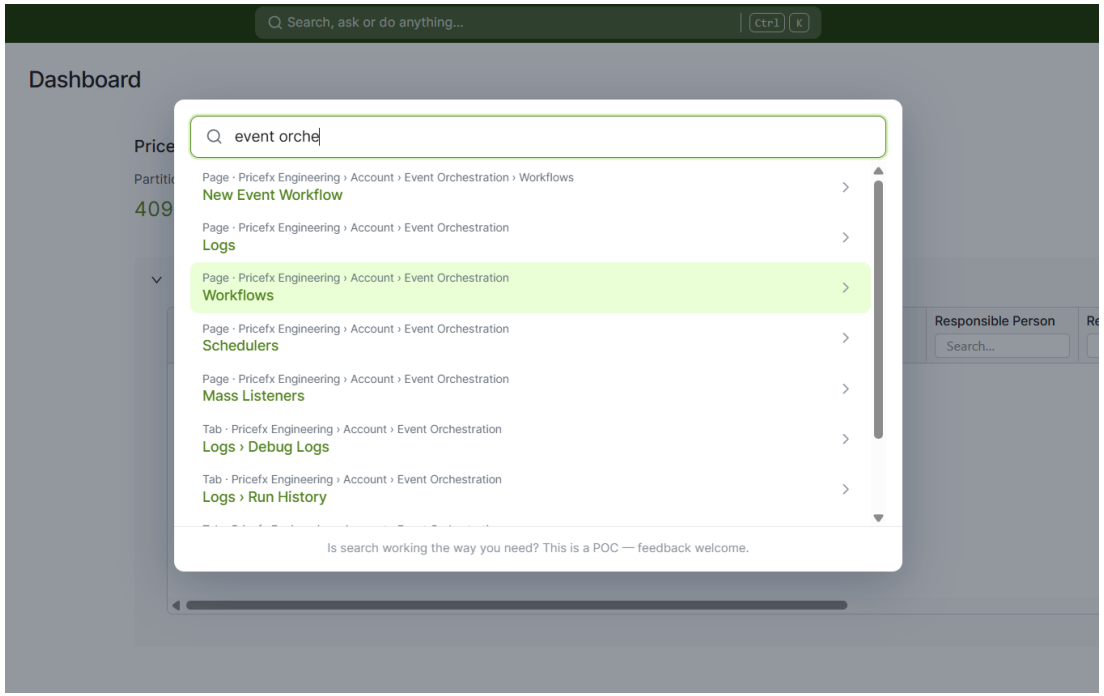
More Everyday Improvements

Find anything faster, trust your data, and get help without leaving the page

Spotlight search

Jump to any account, partition or IM instance



One data quality score

Every validation report opens with a single overall score anyone can read.

Help and context on demand

In-app help explains each page, and a new diagram shows a whole workflow.

Smoother imports and exports

Bulk queue clean-up, tabbed download editing and better incremental exports.

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Release 18

Smarter pricing. Higher margin. AI built in.



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