

## GDRi PRM – Pricing to Achieve the Best Revenues

"Marketing and sales research indicates that the pricing is a very good opportunity area through which companies can derive significant contribution improvement in a relatively shorter time frame and considerably low investment."

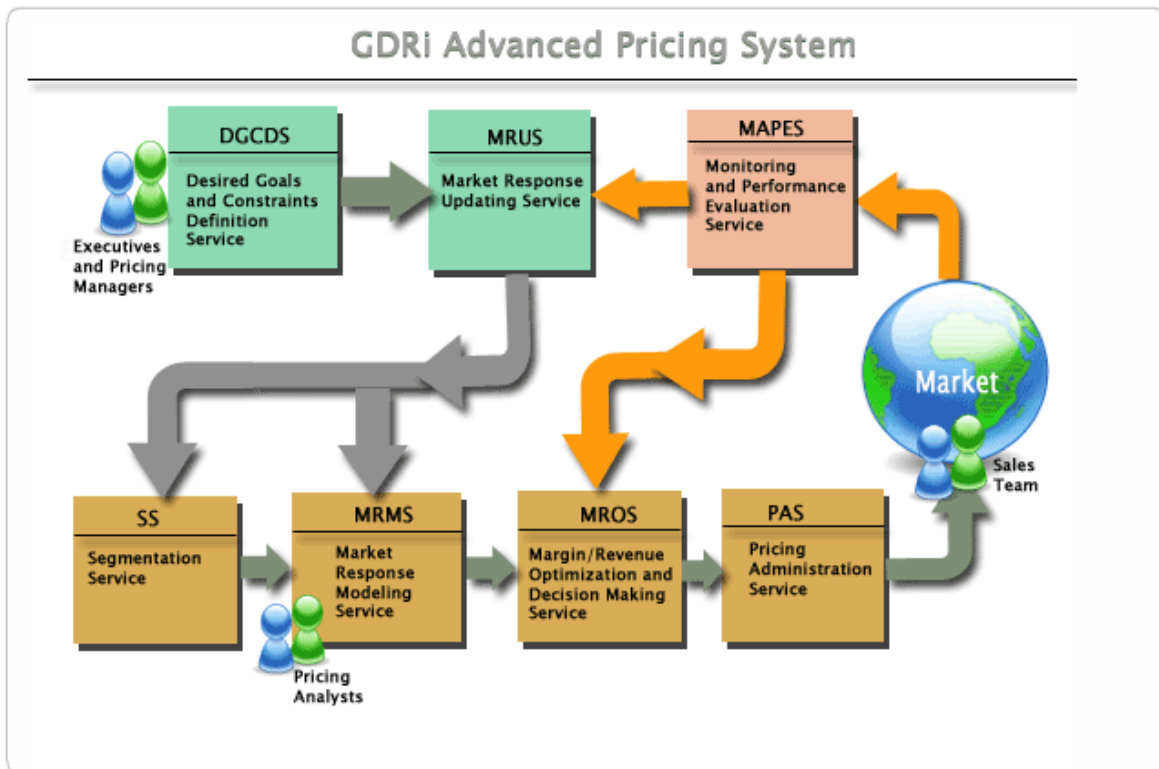
"Adopting the GDRi PRM, an advanced Pricing and Revenue Management, solution is the fastest way to improve margins; companies typically experience a margin growth of at the least 11.1% in just 3 months by building from each SKU/service."

The growing costs are forcing companies to increase their product prices. However, value delivery to customers and competition has become major constraints to increase prices so that reasonable profits are made. In these circumstances, GDRi Pricing is a timely solution to generate prices that win the best possible margins. ***The GDRi pricing system combines price analytics, demand estimation, market sensitivity analysis, price optimization, price segmentation, and deal guidance through negotiation intelligence.***



GDRi PRM is the state of the art solution from analytical models in pricing science to maximize margins. The pricing system enables manufacturers, distributors and retailers to analyze the market sensitivity, adopt price segmentation strategy, optimize price alternatives and assertively respond to competitors. The deal guidance system prepares sales teams with the negotiation intelligence by presenting the willingness-to-pay, product sales patterns, and customer buying behavior.

GDRi PRM is a highly dynamic process based on continual feedback from the market to ensure that the pricing decisions are aligned with changing market landscape and customer willingness-to-pay. The system takes the buyer and competitor responses to pricing into account through inherent patterns embedded in point of sale (POS) data. GDRi PRM combines various key pricing modules to deliver the best value to customers.



## Key Features:

**Market Sensitivity Monitoring and Analysis:** Dynamically monitor the demand variations with price and analyze them to derive price sensitivity indexes.

**Price Optimization:** Generate optimal prices that maximize margins, deliver value to customers and beat competition without forcing the competitors in price wars.

**Estimate Market Demand for Segmentation:** Predict the total market demand to carry out segmentation by using scientifically proven mathematical models.

**Price Segmentation:** Price sensitivity and willingness-to-pay characteristics of customers create opportunities to segment the market. GDRi PRM takes an analytical approach to segment the market demand into groups based on the willingness to pay of customers, and generates prices in each market segment to optimize corporate margins.

**Competitive Pricing Games:** Tactics to respond to extreme environment of pricing wars from competitors.

**Price Catalogs and Deal Guidance:** Segmentation prices (optimizing margins) based on willingness-to-pay, product sales history and customer buying behavior services provide the necessary intelligence for sales teams to efficiently take better decisions at the negotiation table.

**Price Analytics:** Derive the price capture, SKU/service velocity, product/customer contribution, price band, segment performance, and price waterfall analyses.

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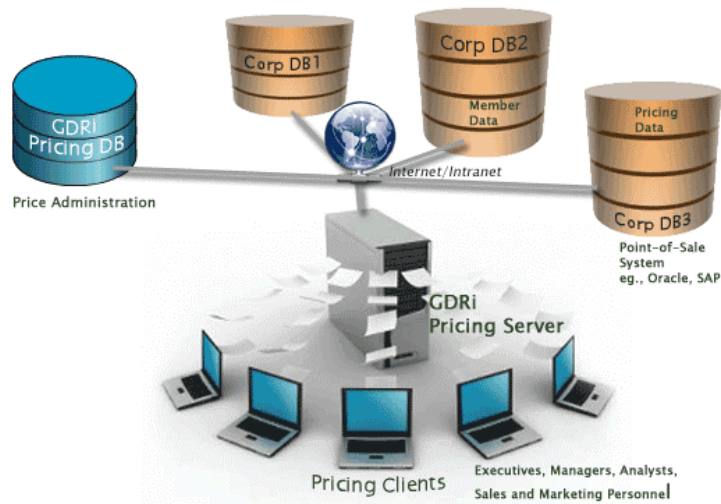
## GDRi PRM Technology Profiles

In addition to operating as a standalone tool, GDRi PRM also serves as an enhancement to any existing CRM software by providing the advanced functionality to generate margin-optimizing prices and provide deal guidance through negotiation intelligence. Thus, the pricing solution can increase functional value of the CRM software.

GDRi PRM is an advanced decision support platform based on the industry standard J2EE technology. The platform gathers various individual pricing solutions into a single application suite. The pricing client is Web enabled and can be easily accessed from any location. The pricing platform can be launched in a highly cost effective manner with no hosting server costs. The GDRi PRM platform possesses the following features:

- User friendly operation with Web page layouts
- Web based and global access
- Internationalization
- Secured
- Ease of implementation or integration
- Ease of customization
- Scalable for new models and features
- Data driven: Adapts to the industry

## GDRi Technology Platform



## Value Proposition

**Improved Bottom Line:** Based on the revenue growth statistics through implementation of pricing solutions, typically companies benefit by improving margins by at least 11.1%.

**Low Investment and High Gain:** Relatively lower costs of product licensing and extremely lower costs to implement the solution when compared to the other systems like ERP or supply chain management. Return to investment ratio (or ROI) is relatively much higher.

**Easier and Faster to Implement:** There are fewer interfaces to implement (in comparison to other systems like ERP or supply chain systems) to load the required data from enterprise systems. Companies typically realize value from the system in 2 to 4 months time.

## GDRi PRM Through Software-as-a-Service (SaaS)

The GDRi PRM system is also available through the SaaS model of business. So there is no software to implement and integrate. You can pay as you go with the system. The GDRi PRM system is almost instantaneously available to experience the power of pricing in your organization.

Just call on us at [www.generaldemand.com](http://www.generaldemand.com) for more details of the SaaS offering. We will create your administrator account in the GDRi PRM system and next you can create your user accounts of interest. Your journey with the GDRi PRM system starts instantaneously.