pricefx

April 2021

RELEASE BIJOU (7.0)

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About Bijou Release

Bijou 7.0 release comes with substantial number of usability improvements, so you can focus more on your business decisions and use our product in more efficient way.

As part of Bijou, we introduce **Market Simulation - next step in our AI-powered price optimization** which reflects impact of price change of a product to surrounding products in own portfolio as well as the impact of resulting market response.

General Info on Bijou Release

- Available from **April 25th, 2021**
- Customers in **EU / US Shared environments upgraded automatically**
- Customers with **Private environment can be upgraded upon request** to our Customer Success Manager

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April 2021

MARKET SIMULATION

What is Market Simulation

Market Simulation enables price optimization in an overall context of your product portfolio as well as a competition and **simulates real impact on customer purchasing behavior.**

It utilizes our Next Gen AI-based technology and lets your profit grow faster due to your business decisions designed well with predicted end-to-end impact.

How You Can Benefit From Market Simulation

1

PRODUCT PORTFOLIO OPTIMIZATION

Optimized pricing, impact on volumes, range of products (substitutes, complements etc.)

2

ESTIMATED COMPETITIVE REACTIONS

Simulation of market response to price changes within own product portfolio and its impact

3

KNOWN LONG-TERM MARKET IMPACT

Resulting situation on the market, own vs. competition KPIs impact, market share changes, …

Market Simulation Focuses on Real Customer Behavior

PRICE OPTIMIZATION

- Segmentation of customers / products
- Based on elasticity derived from historical sales transactions
- Optimizes **all prices and discounts (overall price waterfall)** while reflecting several objectives related to various variables (revenue, margin, volume, ...) at the same time

NEXT STEP

MARKET SIMULATION

- Simulates **real behavior of customers and competitors**
- Simulates **impact of price change of a product to the surrounding products** within own portfolio through cross price elasticity = reflects the cannibalization
- Simulates **market response** to price changes and its business impacts
- Supports simultaneous optimization on multiple objectives within the market simulation scenarios

Market Simulation Used When Market Prices Are Known

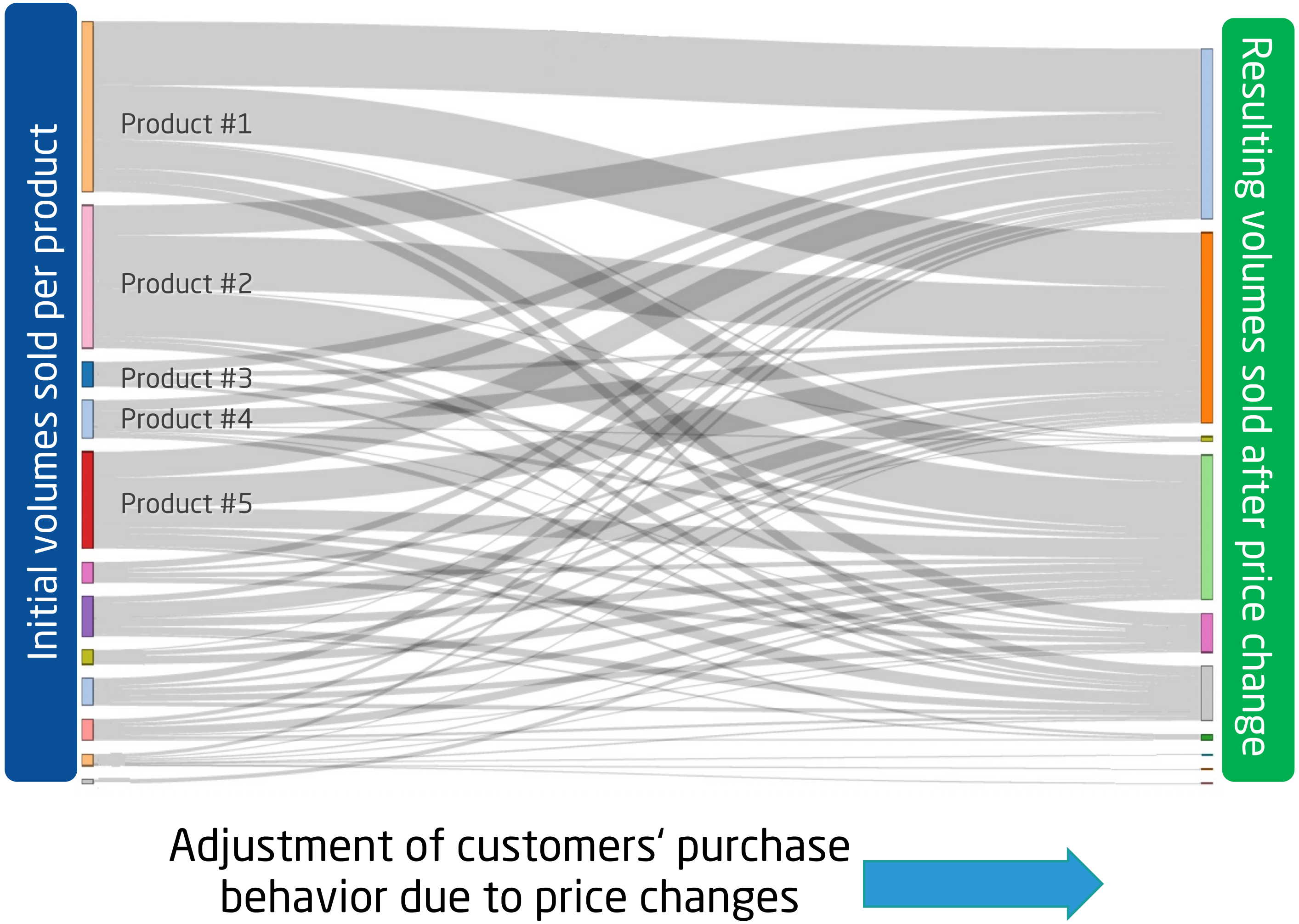
PRICE OPTIMIZATION

- **Unknown market prices (usual in B2B conditions)**
- Optimizing the overall price waterfall for own product portfolio to reach optimal pricing guidance for sales reps.
- Advanced rules and constraints can be reflected in the output optimization

MARKET SIMULATION

- **Known market prices** (B2B cases with known/public pricing and as standard in B2C industries)
- **Company need to**
  - Reach the **best own response** to competitive moves
  - Optimize **product assortments** and **inventory risk**
  - Get more from **seasonal and markdown prices**
  - Make right the **new product launch**

Price Change Results into More Comprehensive Reaction



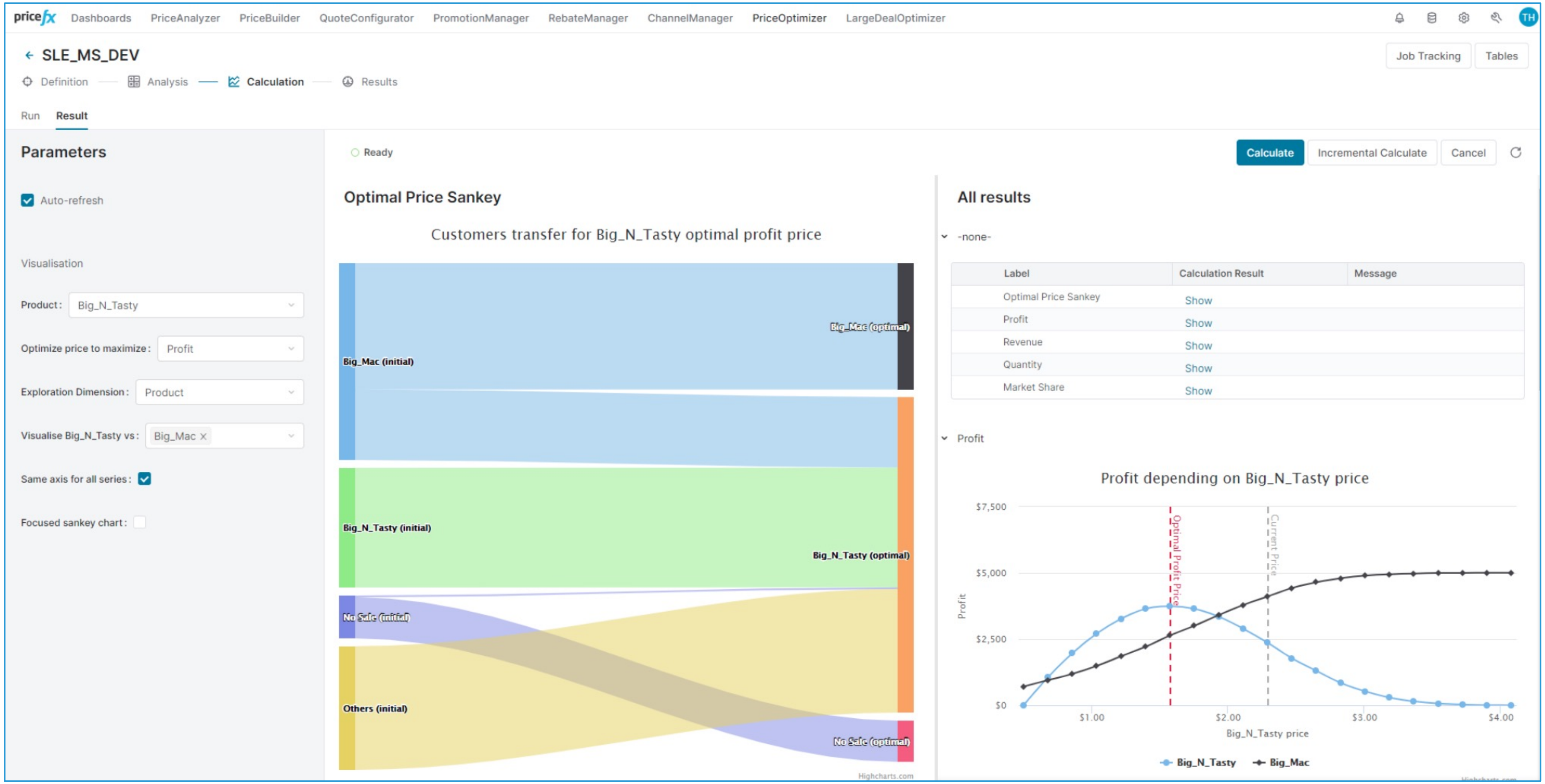
Even price change to one single product can impact the other products.

Imagine simultaneous price change to multiple products at the same time and its impacts to the overall portfolio.

Simple Steps to Simulate the Customer Behavior

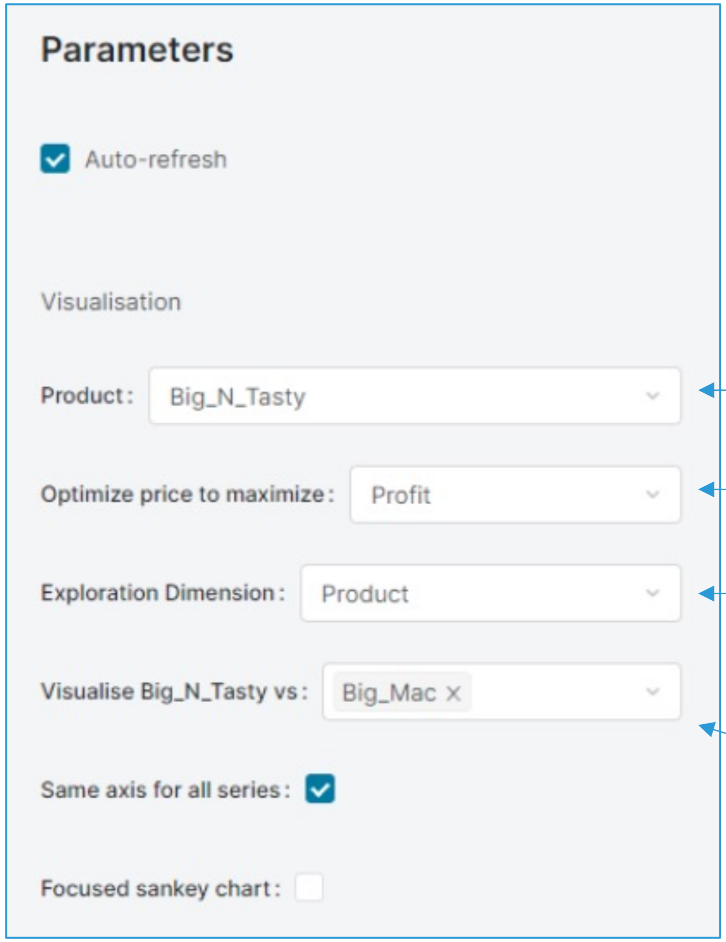
1. CHOOSE YOUR PRODUCT CATEGORY FOR SIMULATION
2. DEFINE OBJECTIVES (MULTIPLE, EVEN CONTRADICTING)
3. GET THE RESULTS

Market Simulation – Main Window



Illustrative example only

Market Simulation – Setting Parameters for Simulation



Product to be optimized (one, selected, whole category)

Objective of the optimization

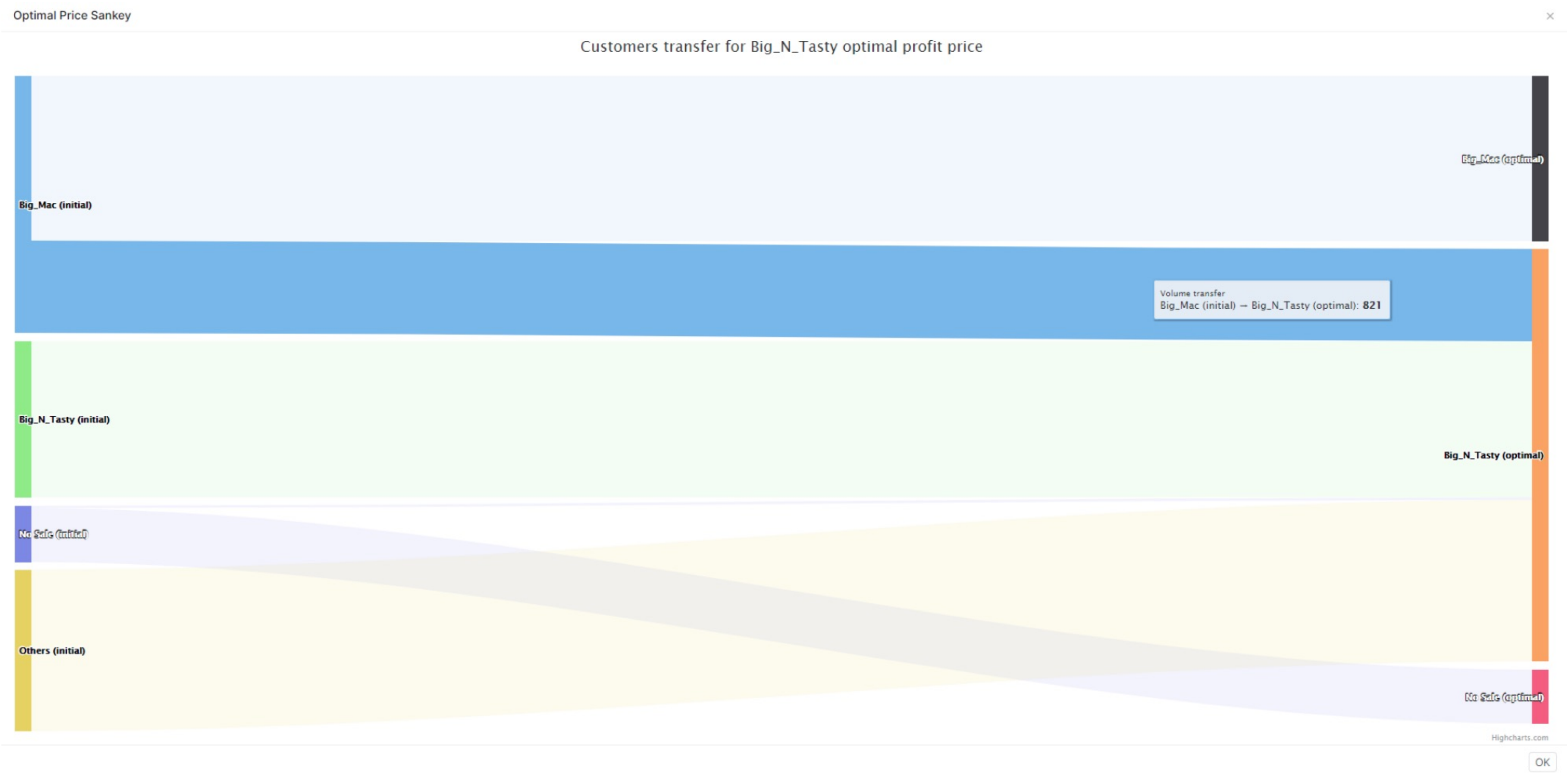
Scope of the impact – what to optimize

- Product – impact to individual products
- Store – aggregated impact of my "store" vs. competition

Referencing products / competitors for visualization

Illustrative example only

Market Simulation – Customer Behavior Dynamics

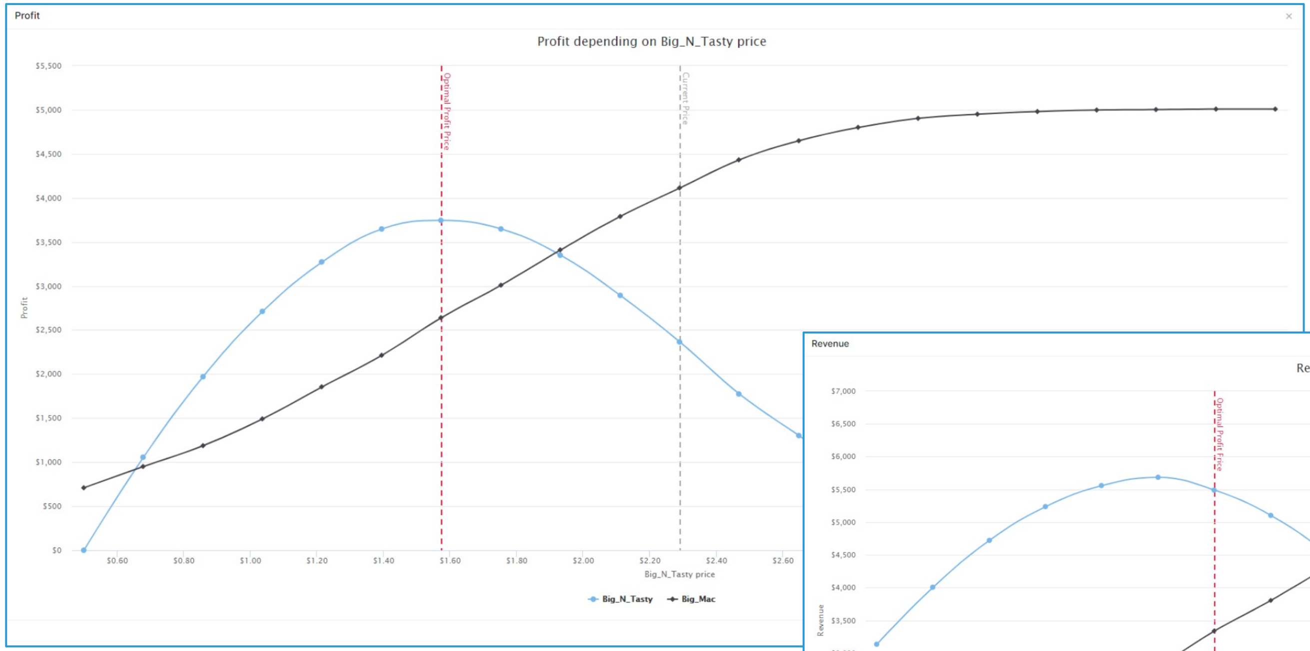


Visualized dynamics of customer behavior and its impact on sales volume of each product

You can focus on specific product and see where the new demand is coming from or what is the product which cannibalizes the original demand with a new pricing

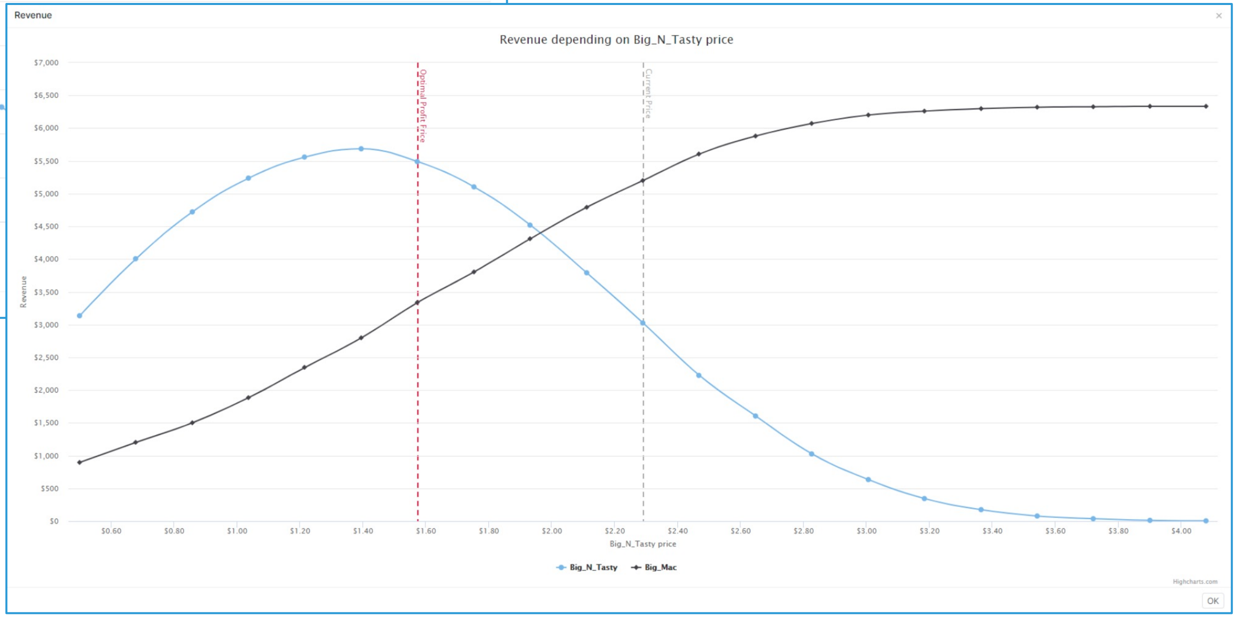
Illustrative example only

Market Simulation – Optimal Pricing from Various Angles



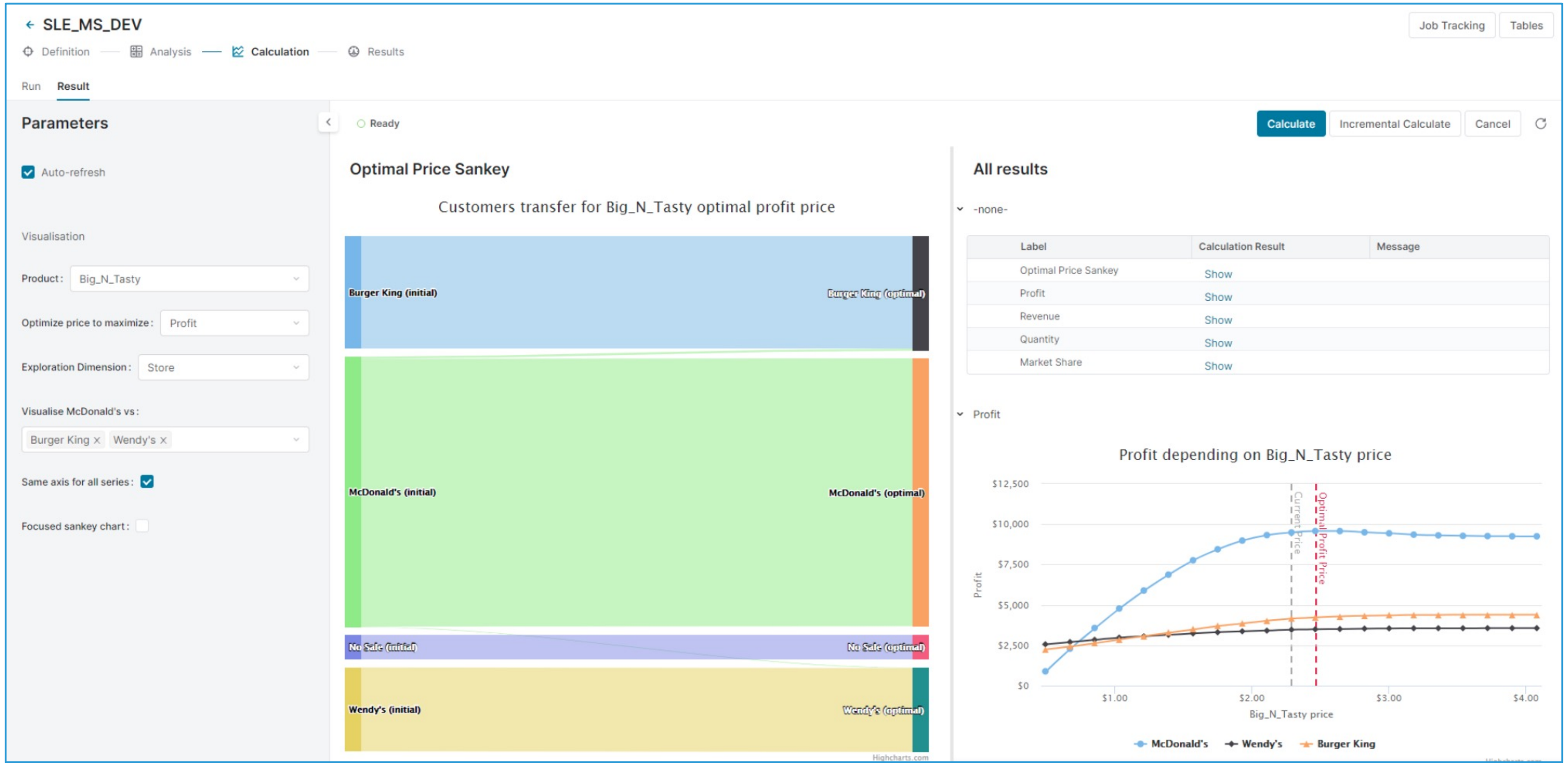
PROFIT

REVENUE



Illustrative example only

Market Simulation – Competitive Impacts



Visualized dynamics of customer behavior with competitive (market) view on related impacts

In this example we optimize own product portfolio (McDonalds) vs. competition (Burger King, Wendy's)

Illustrative example only

Availability and Commercial Conditions

- **Availability with Bijou release – April 25th 2021 – in beta operation**
- **Standalone service add-on compatible with PRICE / PROFIT product packages**

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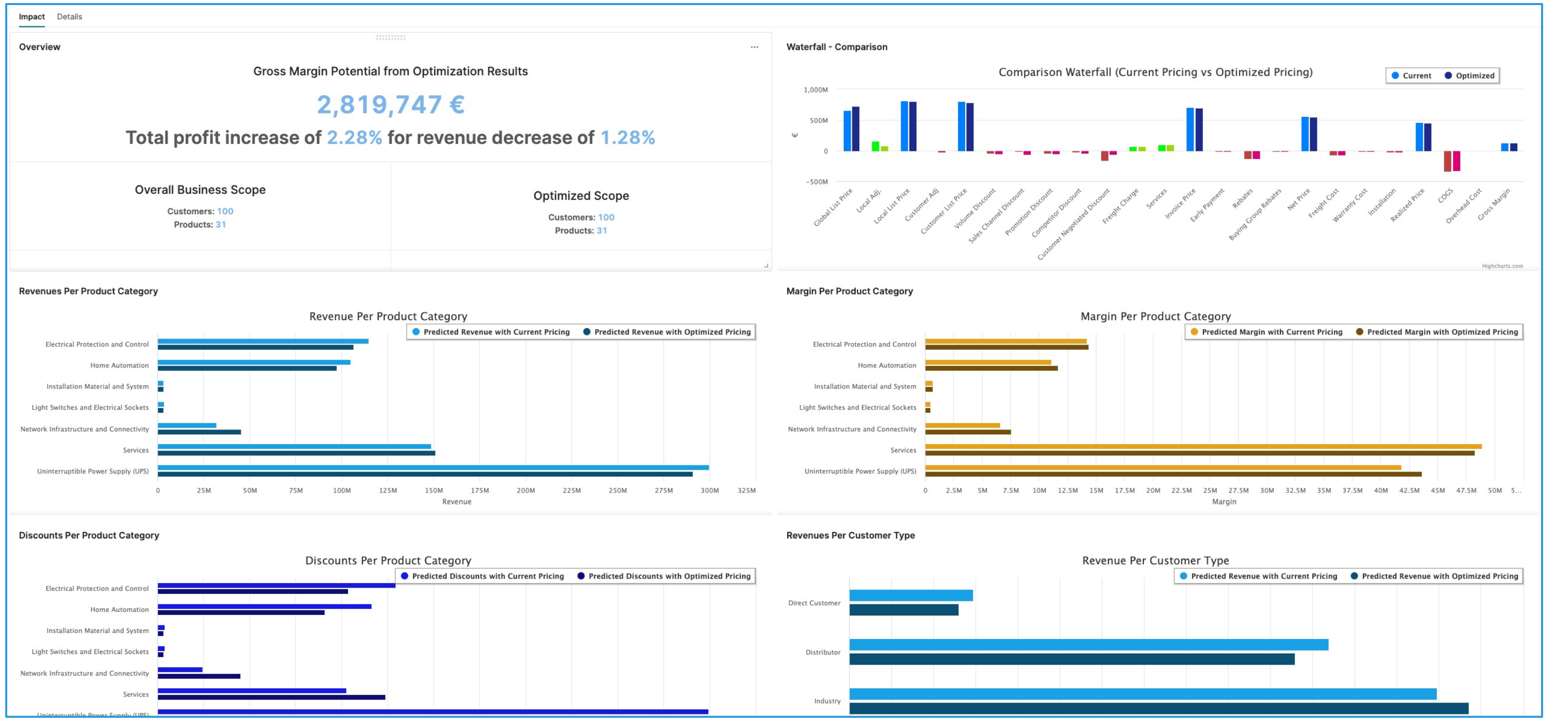
PRICE OPTIMIZATION ENHANCEMENTS

Dashboards for Price Optimization

We introduced customizable portlets for price optimization.

Thanks to them you will reach intended results faster than ever before.

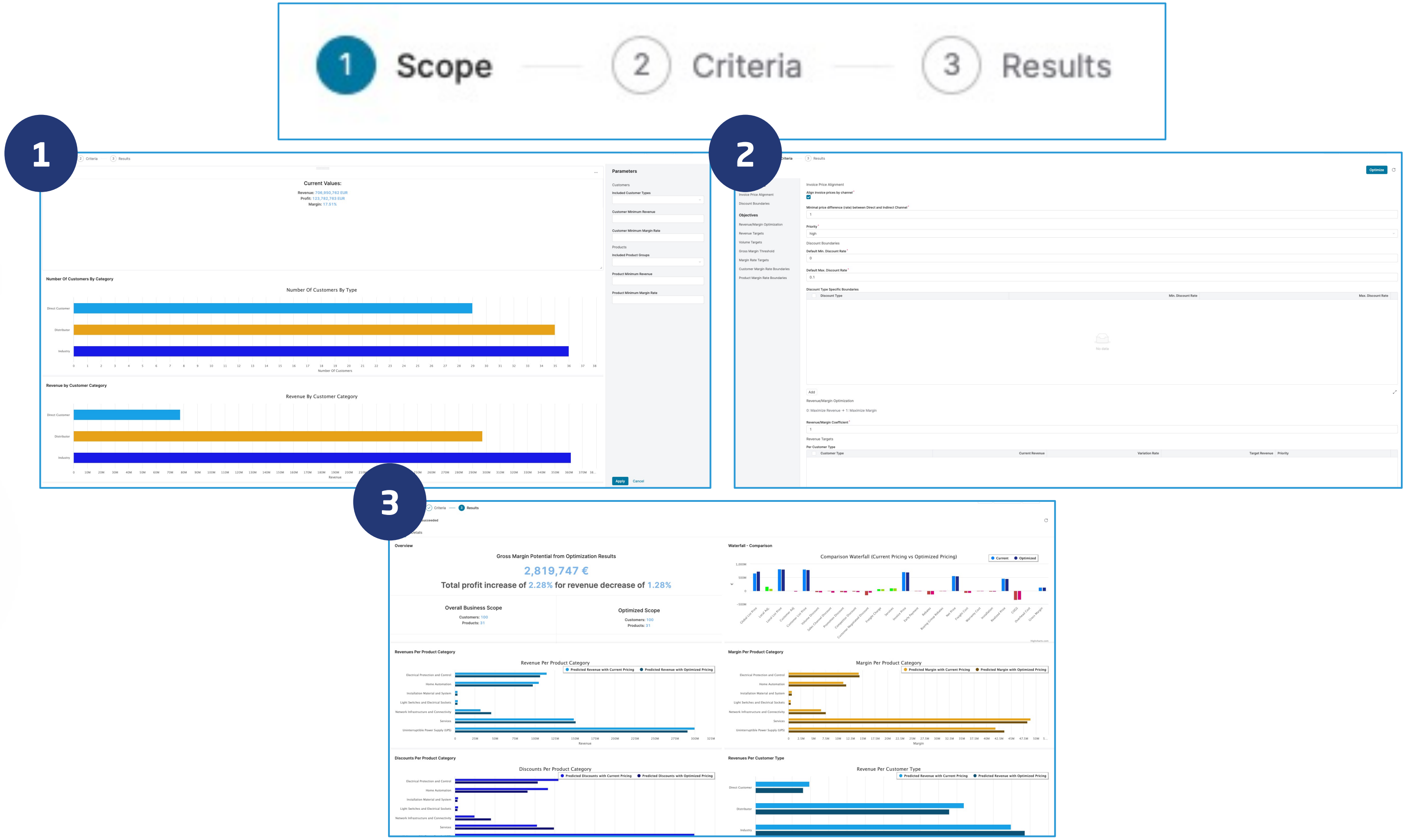
You can organize the screen to see only the results which really matter to you, decide on their order, sizes etc. – just like you are used to do with our Dashboards.



Simplified Workflow for Price Optimization Engine

We want you to focus rather on your business and that’s why we simplified the workflow related to price optimization.

Now it consists only from 3 steps and definition of related optimization criteria is much more intuitive.



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USABILITY IMPROVEMENTS

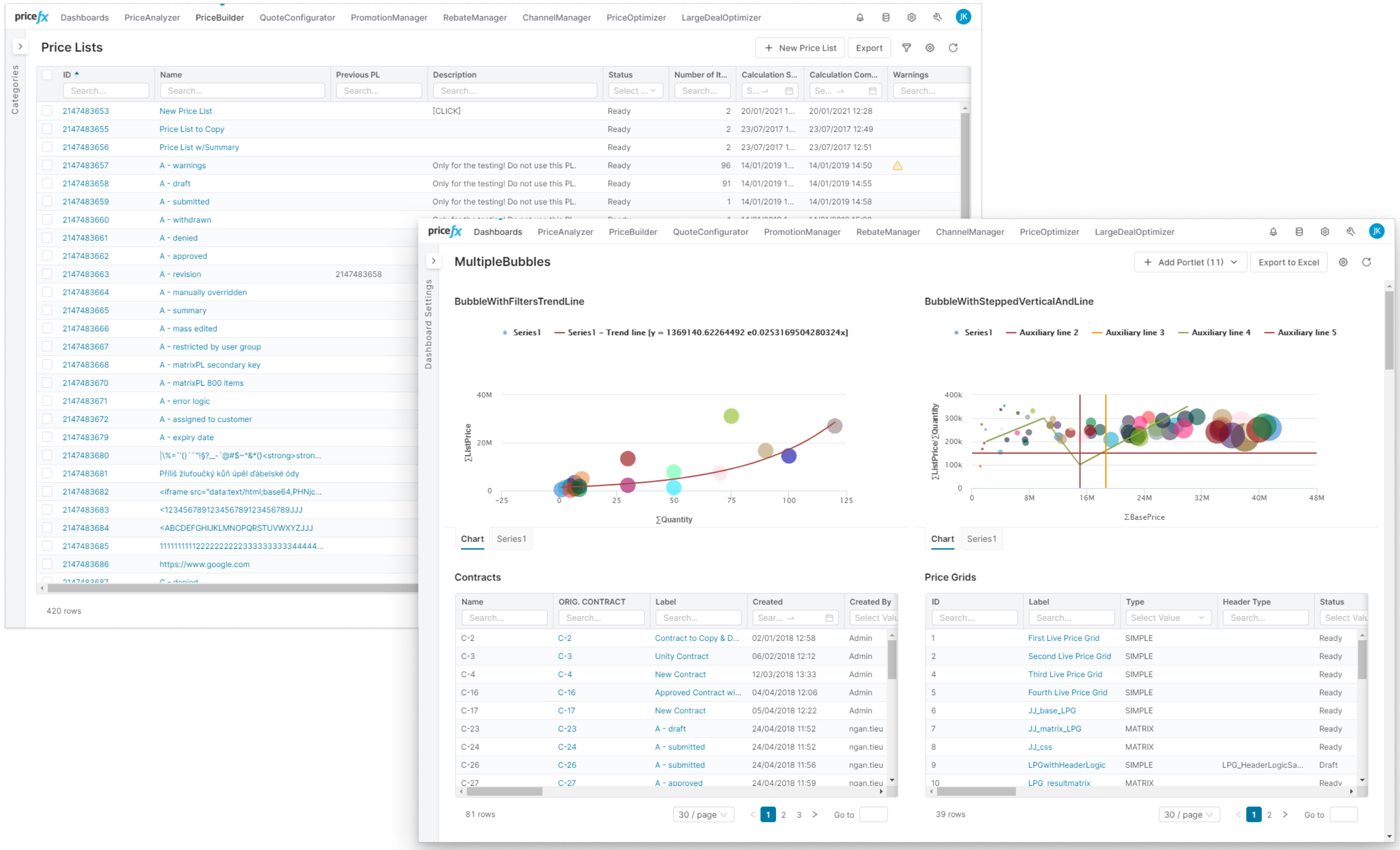
New Visual Improvements of the UI

More colors and contrast
increased readability

Clearer layout and page structures
reducing unnecessary spaces, easier navigation on the page

New portlet designs on dashboards

Updated tables
updated styles, more items visible in the table, even/odd rows
and more…

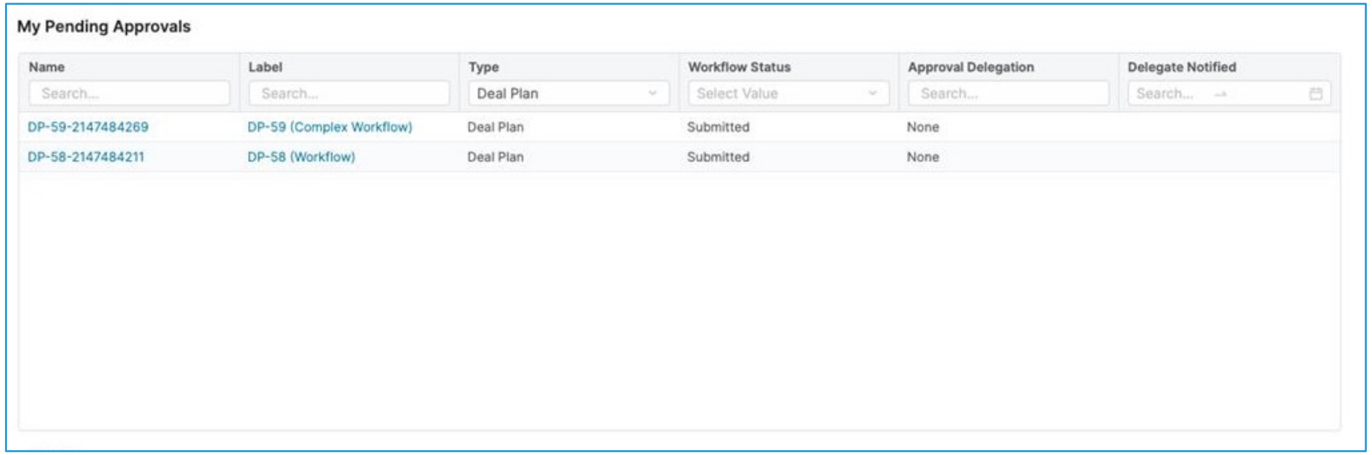


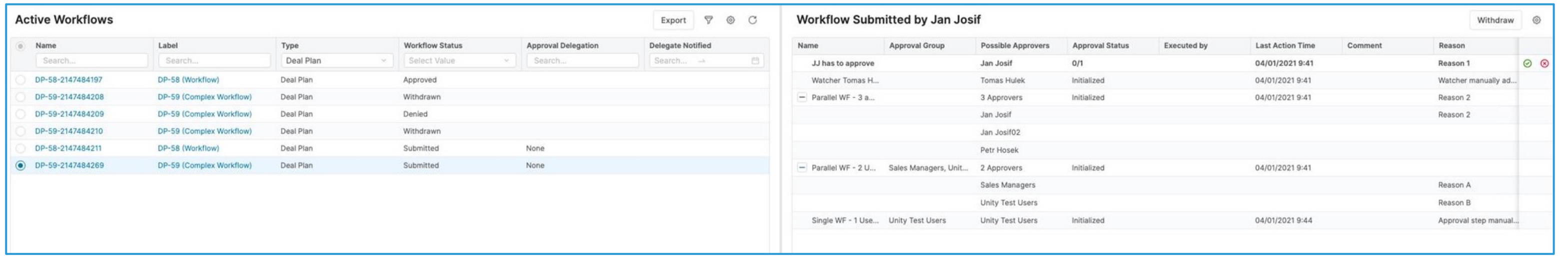
Easy Handling of Awaiting Approvals of Deal Plans

Be more efficient and act immediately without unnecessary clicks.

Deal Plans awaiting approval have active links on the Home page (My Pending Approvals portlet) and on the My Pending Approvals and Workflows pages.

Just click and make your decision.





Use "Header Type" for Advanced Filtering in LPG

Organize your Live Price Grids smarter.

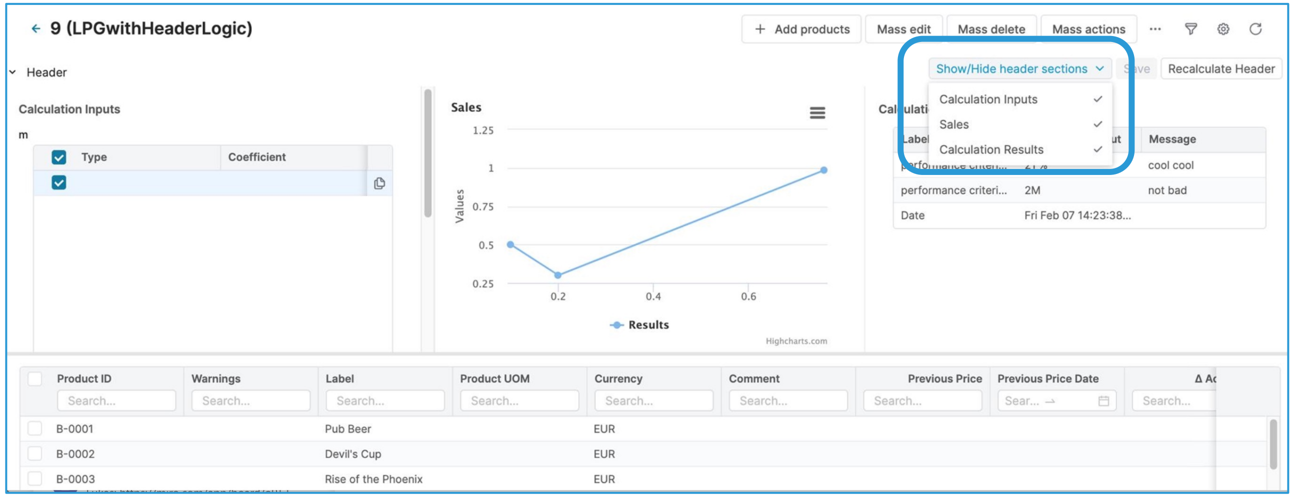
New "Header Type" column is available in the LPG list table displaying the name and label of the selected type. You can change the type in-line and use the values in advanced filters.

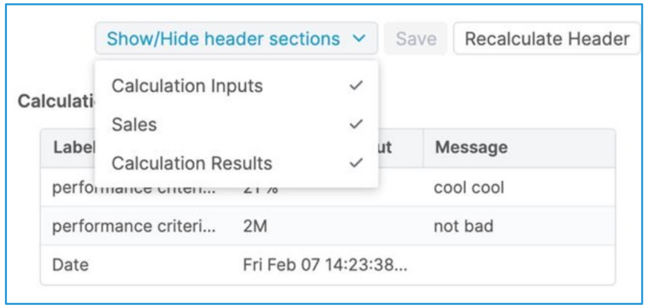
Live Price Grids

ID	Label	Type	Header Type	Status	Number of Items
Search...	Search...	Select Value	Search...	Select Value	Search...
259	Global Price Grid	SIMPLE		Ready	120
261	Attribute Based Head...	SIMPLE	Attribute Based Pricin...	Ready	3
266	TestUS	SIMPLE		Ready	1

Hide / Display Individual Sections in Price List / LPG Header

In Price List / LPG header individual sections defined by the header logic can be hidden/displayed using a drop-down menu in the UI.



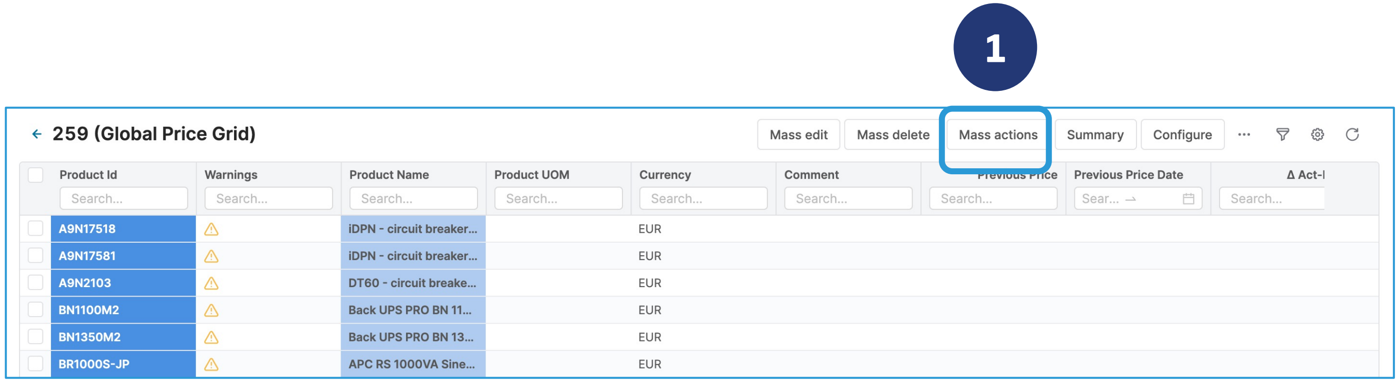


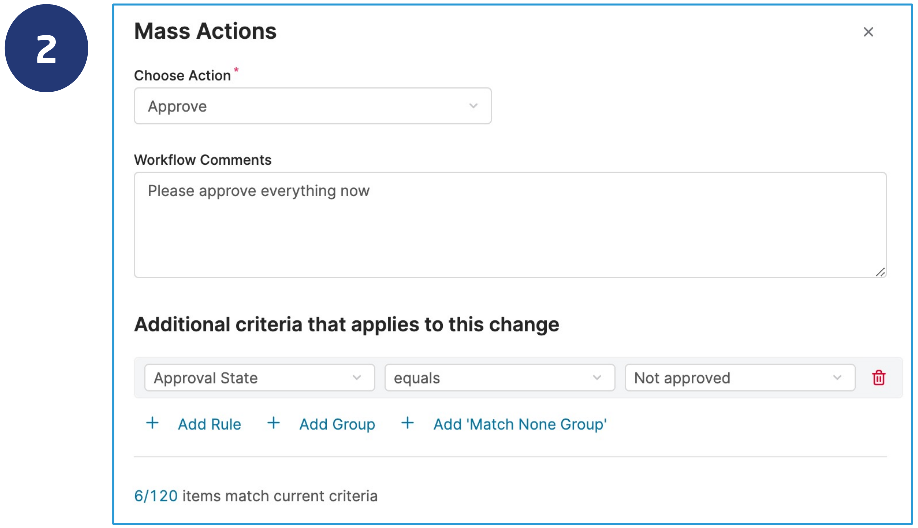
Mass Workflow Actions in LPG Detail

Do not repeat similar tasks and do all of them at once.

The new Mass Workflow action in LPG detail view allows you to run a workflow action (submit, withdraw, approve, deny) for all records at once.

The same can be done for a set of records defined by a filter with the possibility to add a comment.

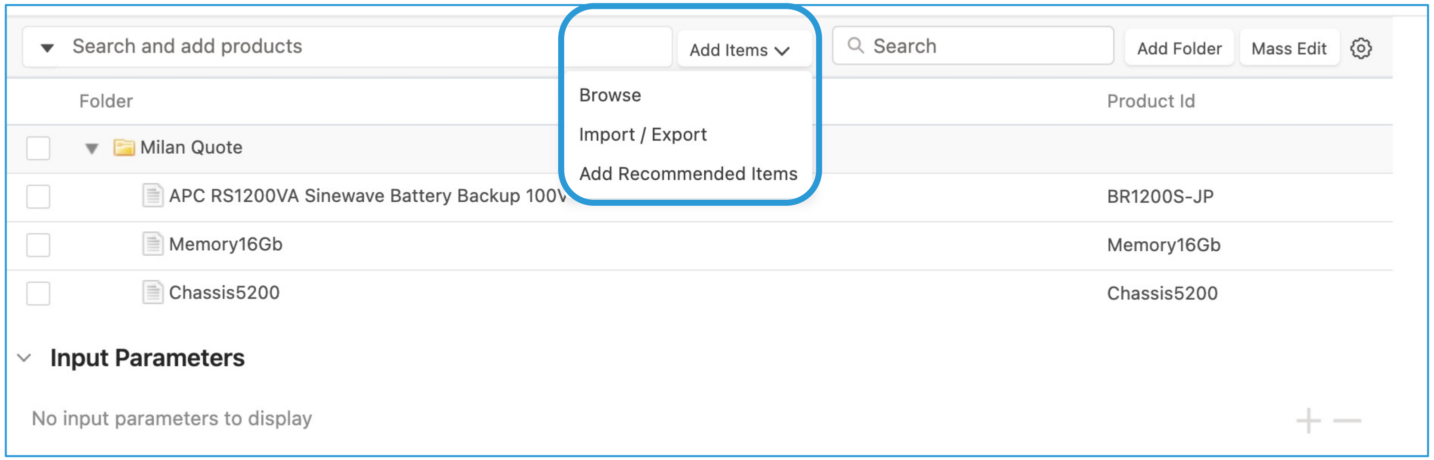




Grouped Options for Adding a Product

On the Items tab of Quote, Contract and Rebate Agreement detail page the options for adding a product (Browse, Import/Export, Add Recommended Items) have been grouped under the Add Items drop-down menu.

The items are grouped / ungrouped based on size of your screen and available space.

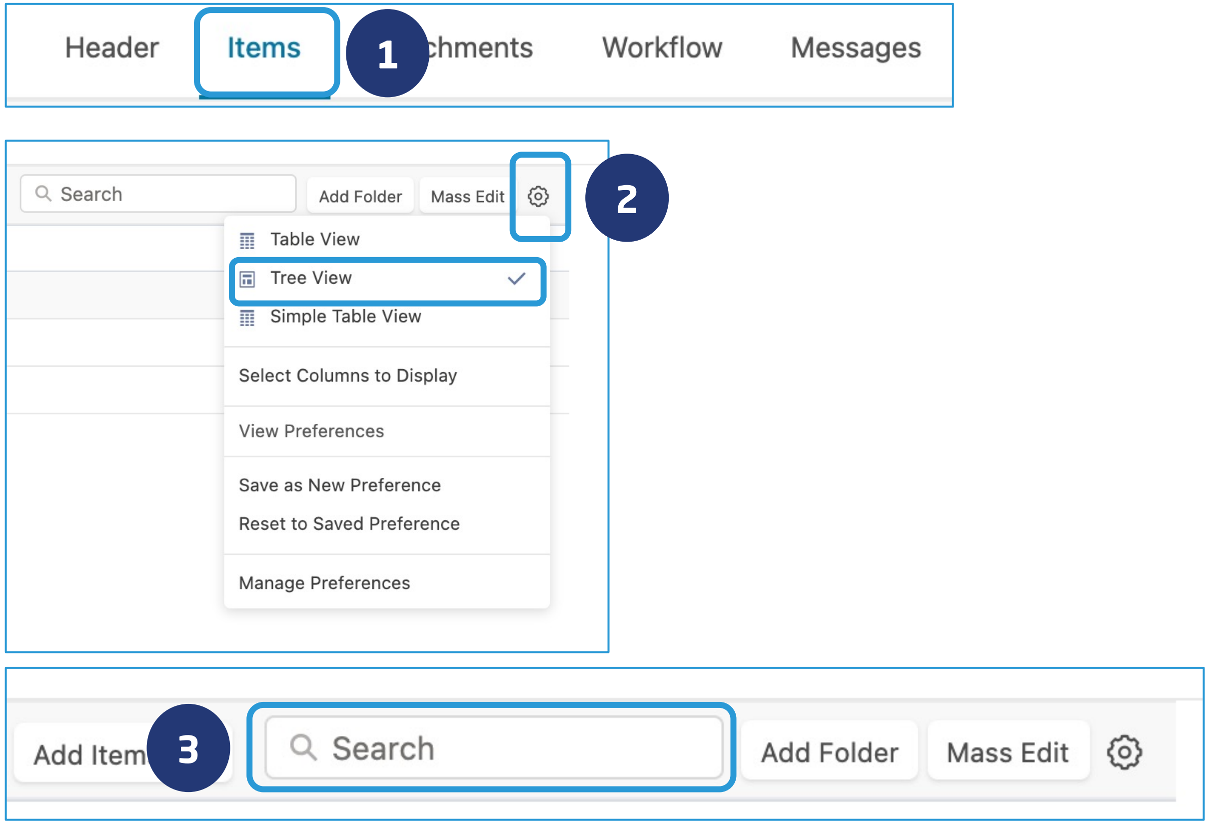


Fixed Header for Customers and Products Pickers

Find quickly what you need and don't care what field it is.

A global search field has been added to the Tree View on the Items tab of the Quote, Contract and Rebate Agreement detail page.

With that you can search through the items across all their parameters.



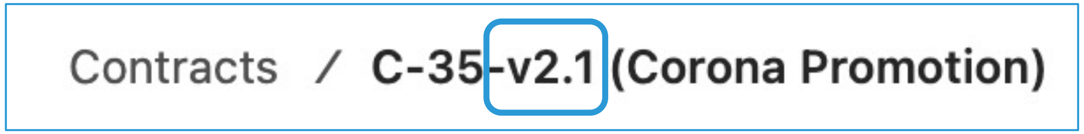
Simplified Revisions for Quotes / Contracts / Rebates

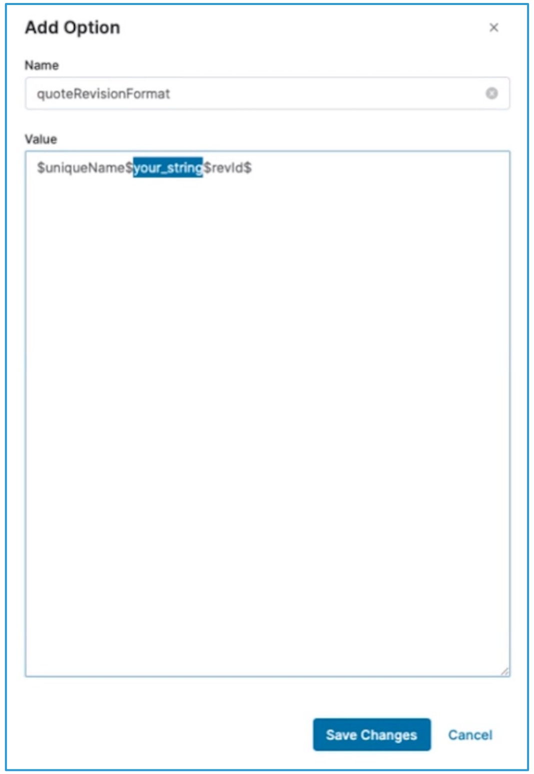
Get oriented faster in revisions.

The pattern of Quote / Contract / Rebate Agreement revision names has changed.

The version number is now in a suffix and a user defined string can be inserted between the document's name and the version suffix.

This can be set in Advanced Configuration Options.

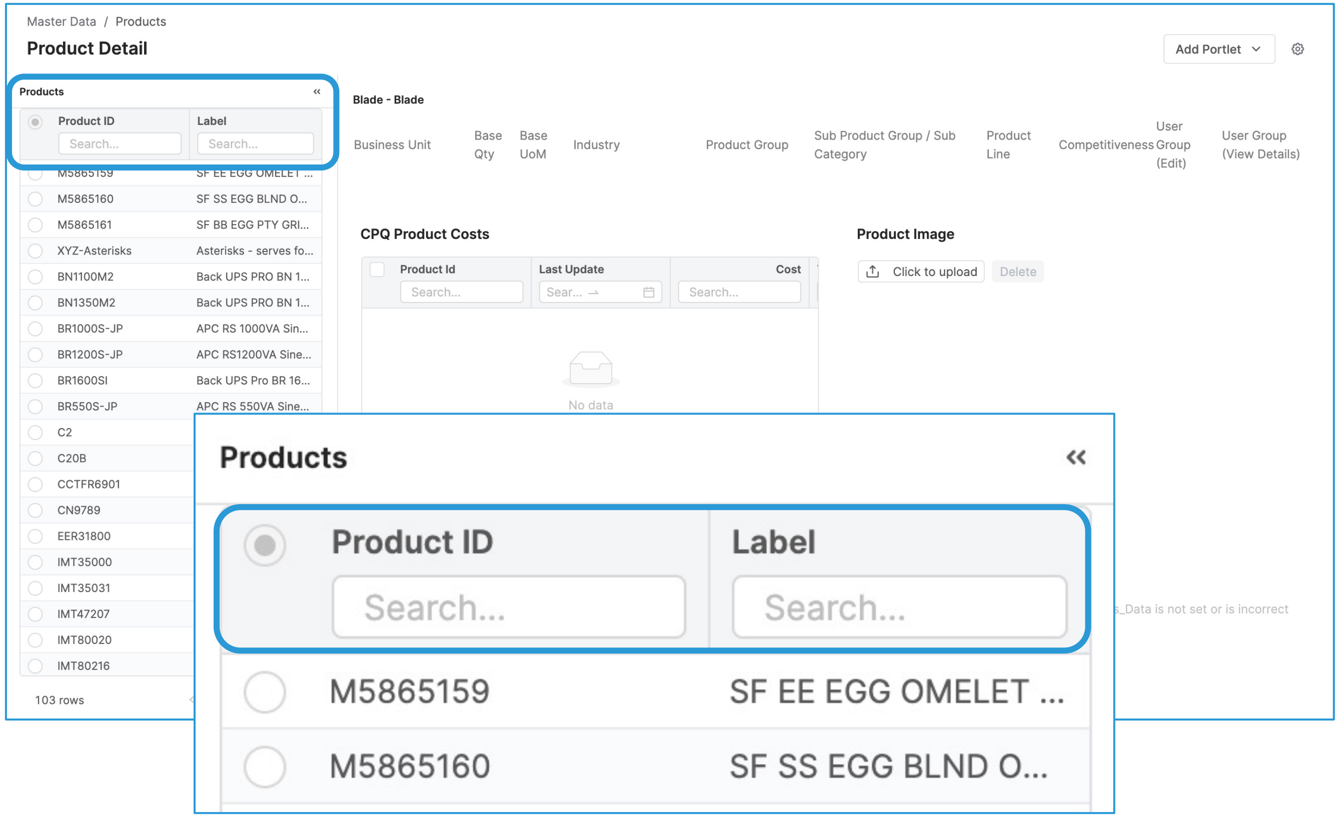




Filter Products Easily Based on Product ID or Its Label

Filter quickly and easily in Product Detail View.

Now you can do it per Product ID or label and you will immediately see only the relevant products you want to operate with.



Visibility of Real User Name

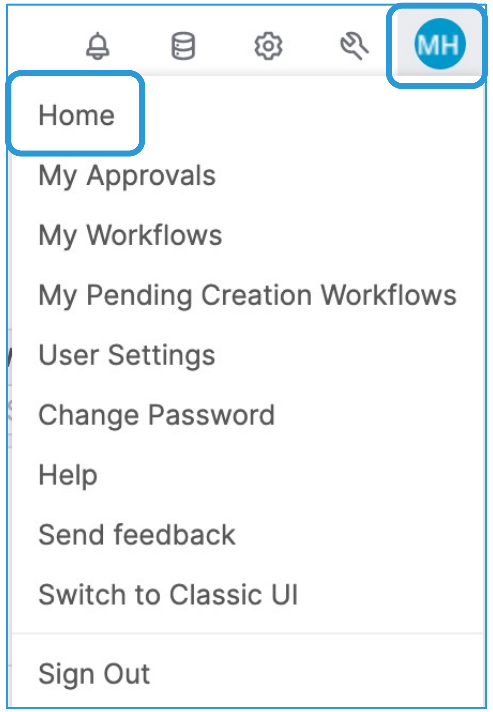
The first and last name of a user is displayed instead of the login name in tables throughout the application where a user is indicated.

Contracts

Name	Original Contract	Label	Created	Created By	Last Update Date	Last Updated By	Start Date
Search...	Search...	Search...	Sear...	Select Value	Sear...	Select Value	Sear...
C-35	C-35	Corona Promotion	9/11/2020 1:46 PM	Rashmi Koudi	4/1/2021 7:35 AM	Rashmi Koudi	9/11/2020
C-36	C-36	European special Dis...	9/11/2020 1:50 PM	Rashmi Koudi	10/6/2020 11:29 AM	Martin Wricke	1/1/2020

New "Home" Option in User Menu

The new 'Home' option in the User menu takes you always to the Home page, regardless of the rootPage feature flag settings.

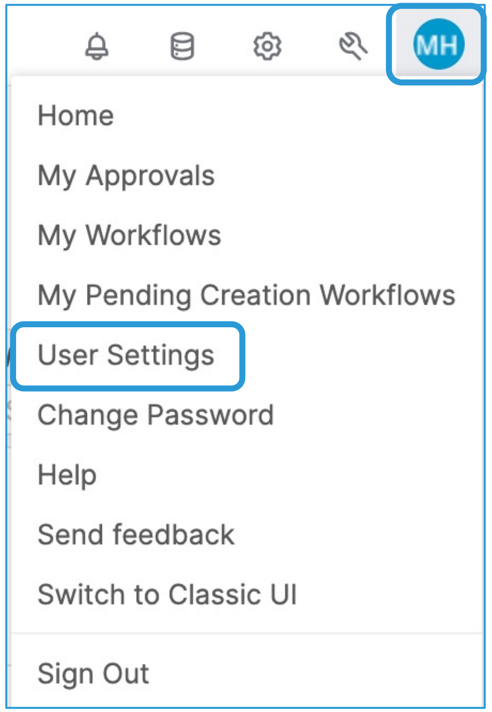


Your Partition Name on Browser Tab

The partition name can be displayed on the browser tab. It can be enabled/disabled in General Settings for all users or via User menu > Settings for individual users.

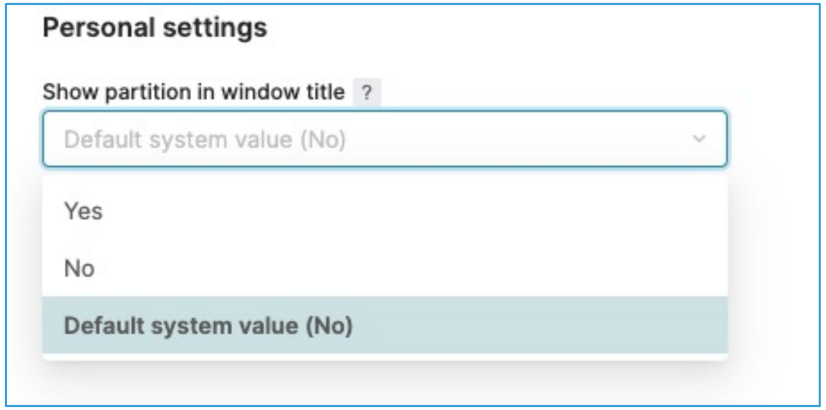
This is very useful in cases when you use more partitions in parallel and thanks to this you can immediately see which tab you should click in your browser.

1



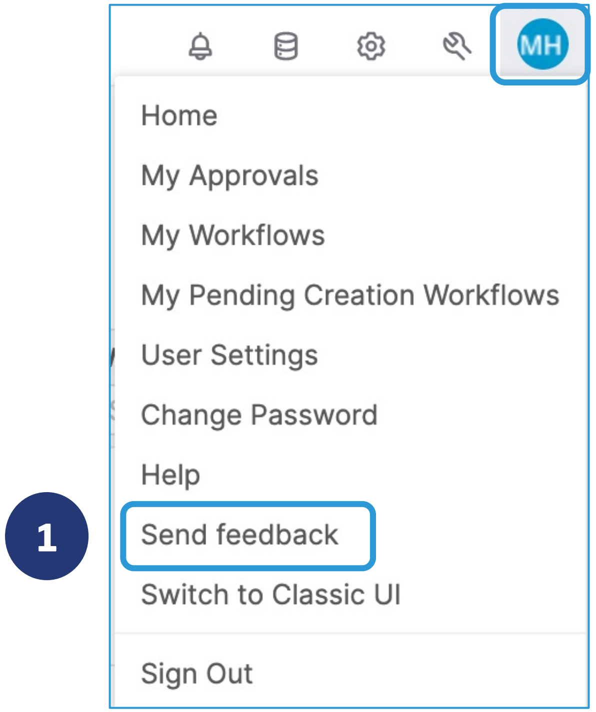
2

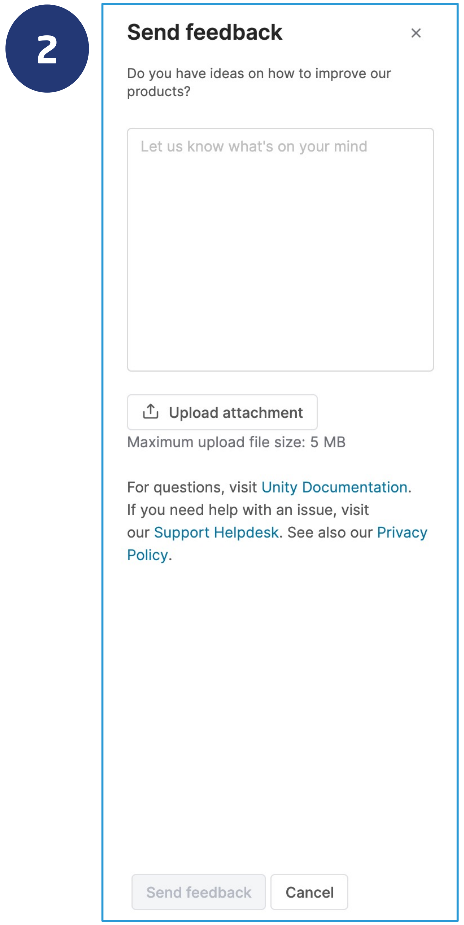
3



We Value Customer Feedback

Now users can submit their feedback about the Pricefx application via the new User menu item. Besides a text feedback, users can also attach files (images, documents) that help to explain their idea.





Other Usability Improvements

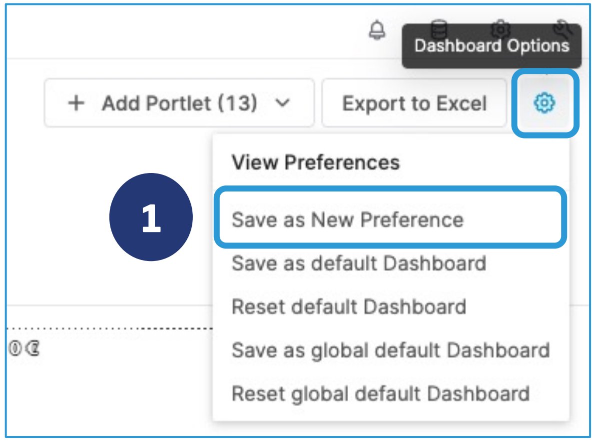
- **Input Matrix tables can now be opened in a large pop-up window** for easier editing.
- **Deal Plans can no longer be withdrawn from the status 'Offer'** to maintain consistency with other application modules. Plans can be withdrawn only before they are approved, i.e. in the Draft document status.
- After clicking Refresh, **it is now possible to cancel the loading of the chart** if you selected wrong inputs by mistake.
- When you un-synchronize a global filter, the value of the synchronized filter is applied to the individual series filters.
- **Price Analytics logic can be run when rendering a chart**. Thus the logic output can be used to define the auxiliary line.
- The **date format** in quick filters in advanced tables is now based on the locale.
- In Advanced Filters, you can **use filter conditions relative to the current date**, for example "Yesterday" (current day - 1), "N days from now" etc.
- **In Configurators the focus stays after automatic reload** on the item that has just been edited – you do not have to scroll down from the top input after each edit.
- You can now create global filters that apply across chart series also for Customers and Products.

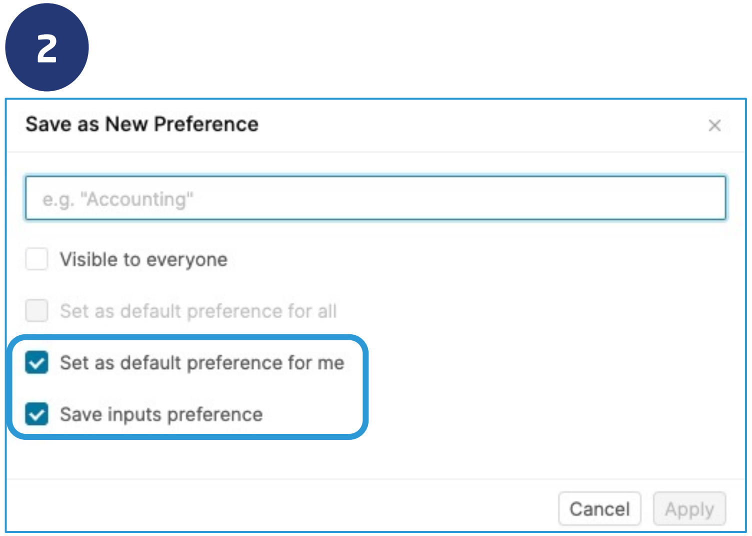
DASHBOARDS

More Dashboards Preferences Can Be Saved

Utilize better value of Dashboards and get only relevant information at one place.

More settings can be stored in Dashboards preferences. Besides size or position of a Dashboard you can newly store the settings like sorting, filtering or input values.

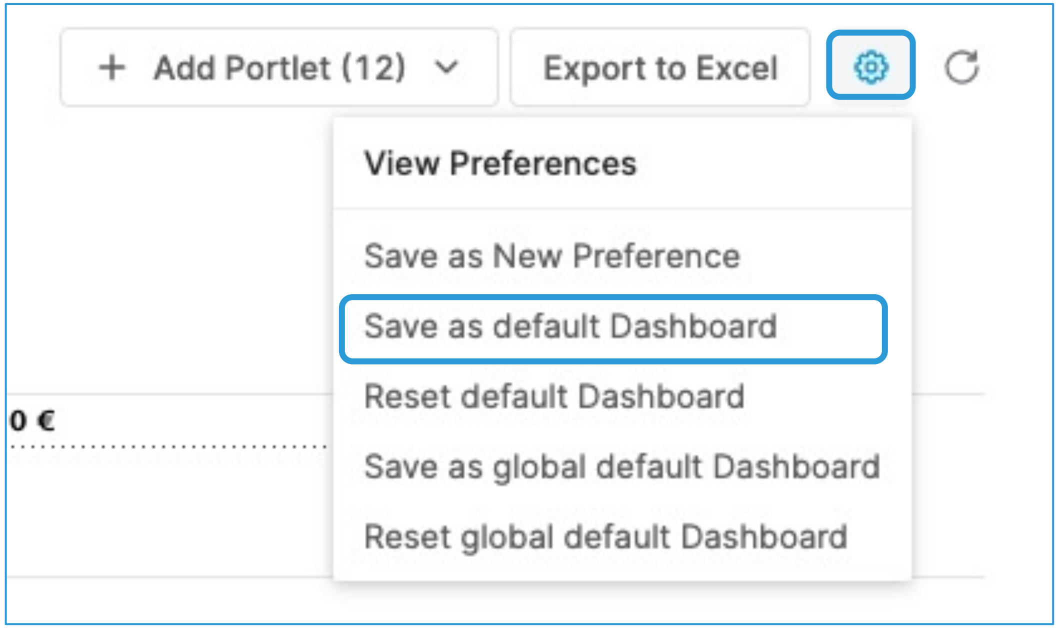




Put Any Dashboard to Dashboards Page

Any Dashboard can be saved as a default one.

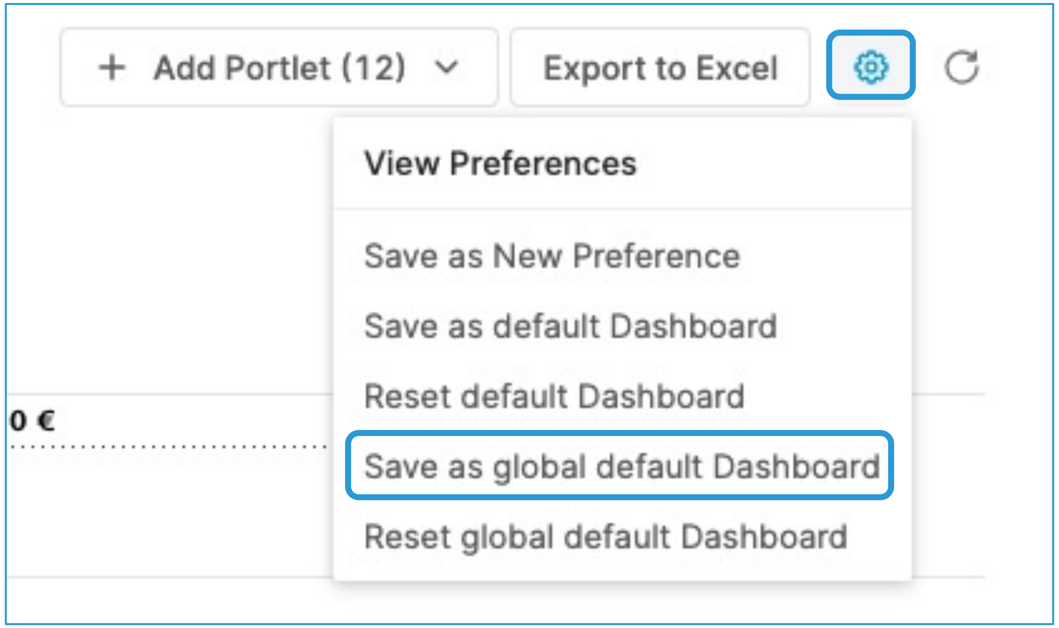
Once set you will be able to see that every time you display Dashboards page.



Set Global Dashboards for All Users

Global default dashboards can be set on partition level.

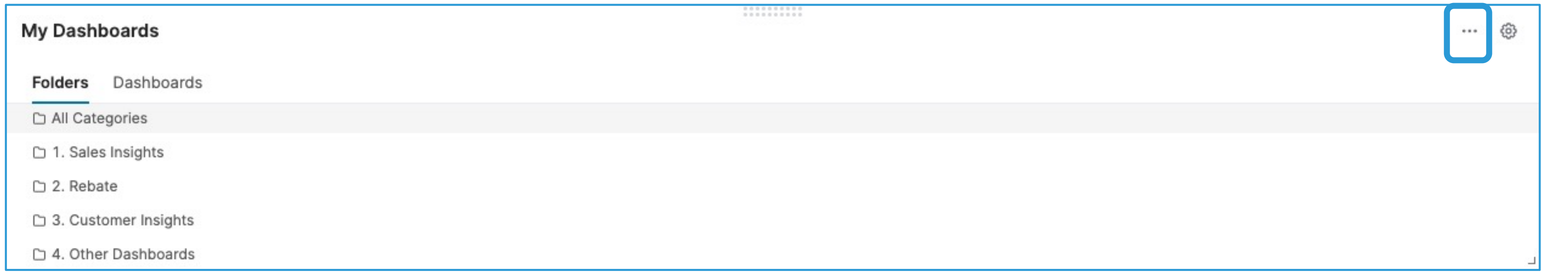
Thus you can easily configure Dashboards across the user base of your partition.



Open portlets into pop-up window

All Portlets (on Home, Dashboards, Product and Customer Detail pages) can now be opened in a pop-up window which is handy when you want to display more data without the need to scroll.

1



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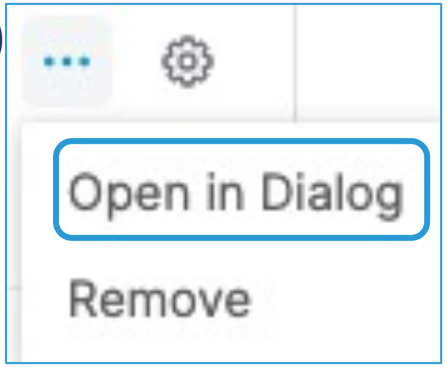
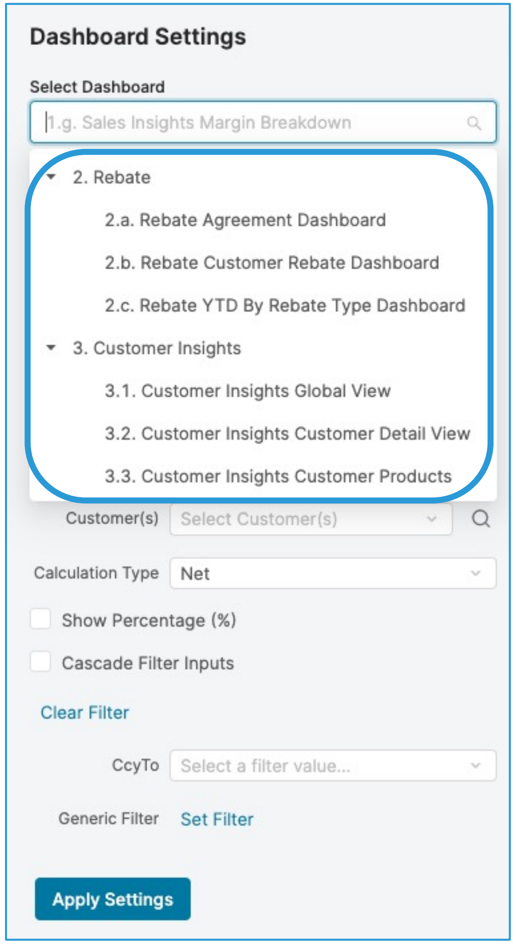


Dashboards Organized into Categories with Easy Navigation

Get oriented quickly in the list of available Dashboards.

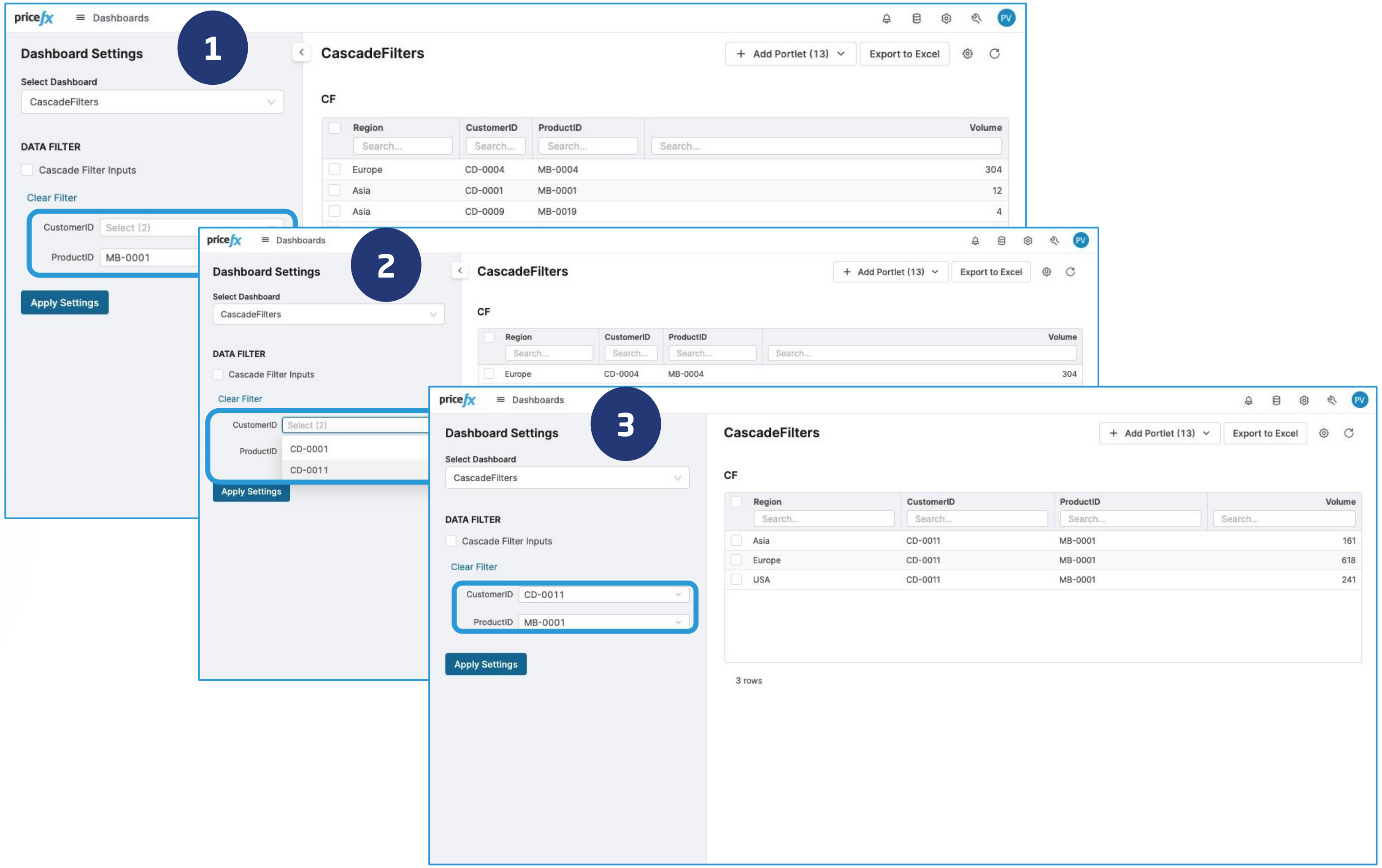
The drop-down list of available dashboards is newly organized by categories, and it is navigable using the up/down arrow and Enter keys.



All Cascading Filter Inputs in a Glance

New option to see all available cascading filter inputs, not just the first input.

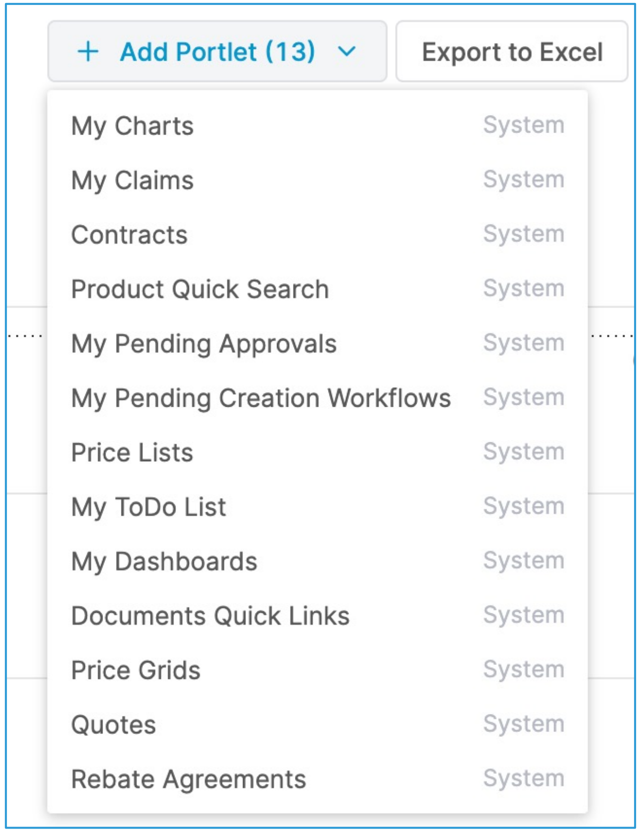
This means that you can start filtering from any filter input and the available values in all other filters are updated accordingly.



Add System Portlets to Your Dashboard

System portlets can be newly added to Dashboards as well.

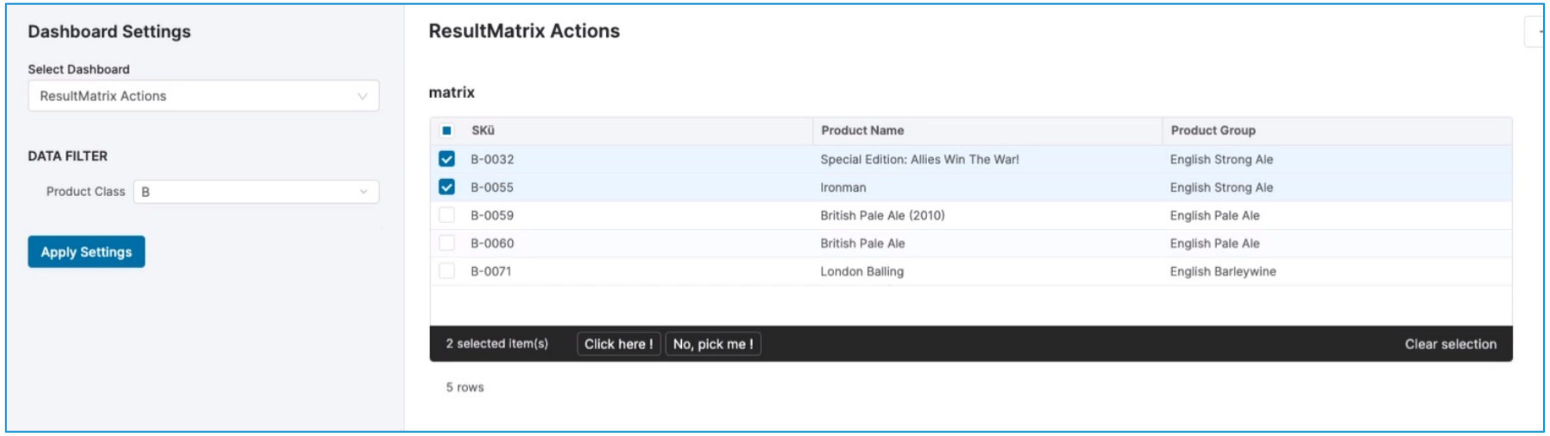
Thanks to that you can see your pending approvals, to-do list etc. together with important data and insights which matter to you directly on your Dashboard.



Even More Options for ResultMatrix Actions

Your customized Actions for ResultMatrix in Dashboards went through several enhancements.

Now you can make selection of multiple result lines and define more Action buttons or back-end activities.



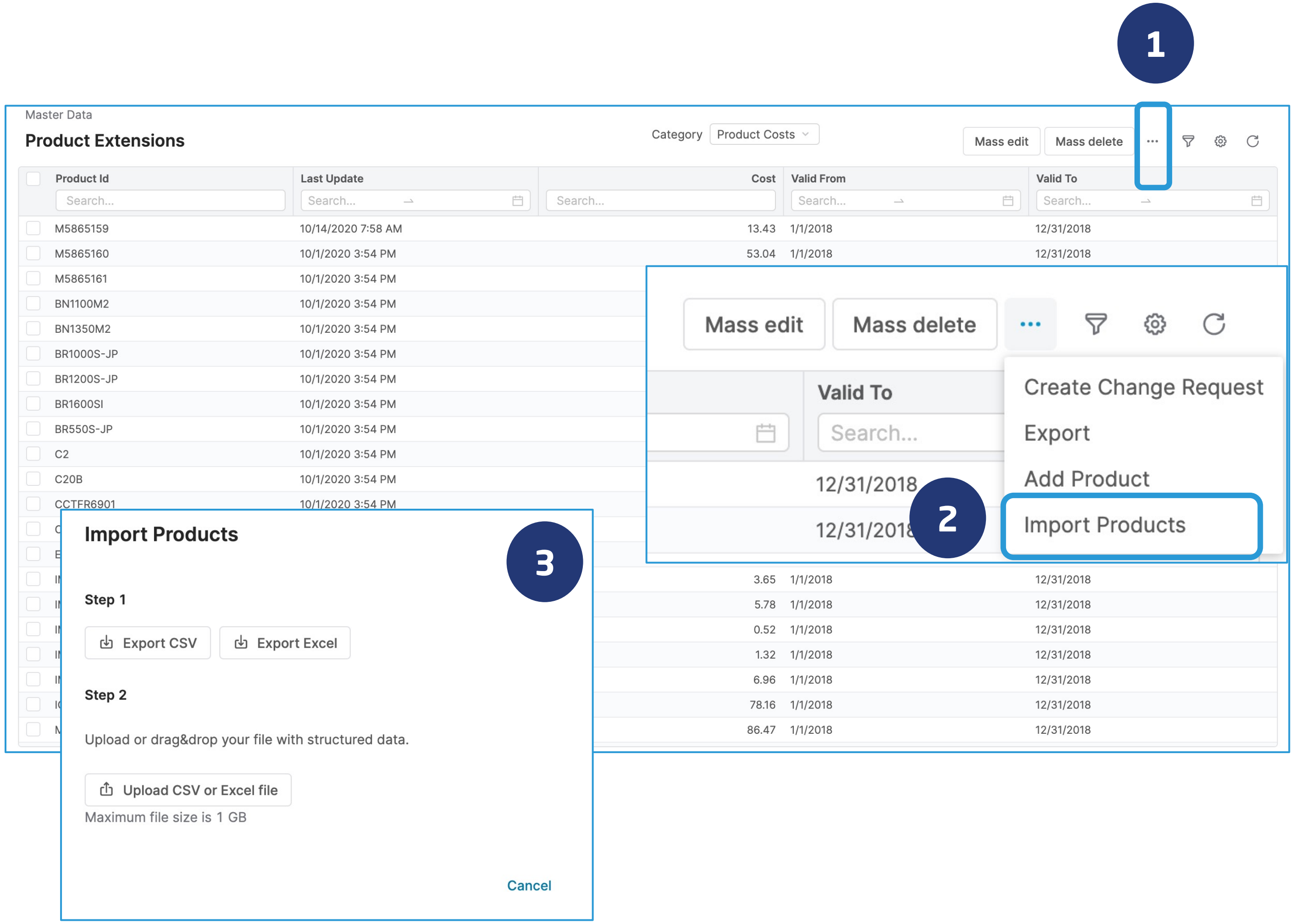
DATA
IMPORTS / EXPORTS

Upload Data Easily into Product and Customer Extensions

Import of new / changed Product and Customer Extensions was made easier.

Now you can upload data into Product and Customer Extensions from a CSV or XLSX file directly on the PX/CX pages.

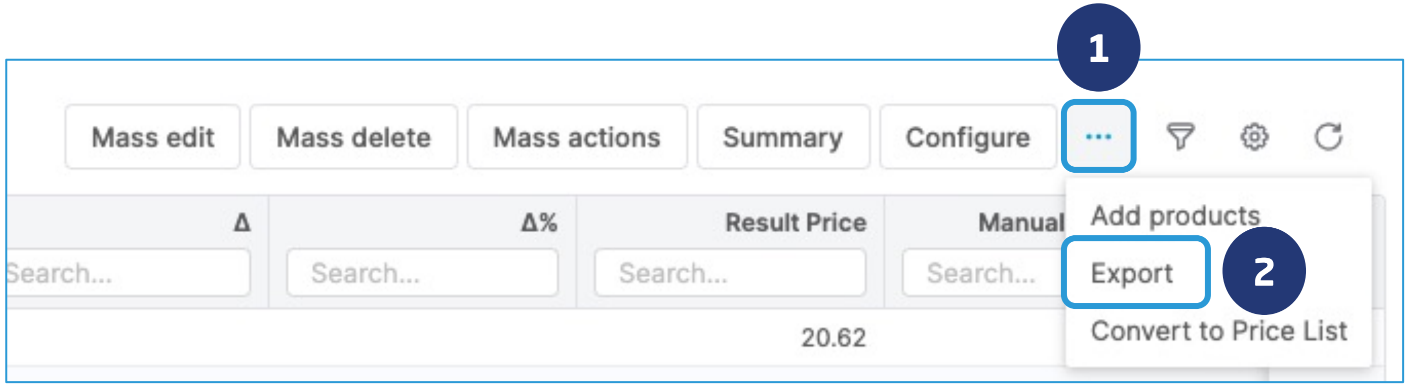
You can also export the existing data in the correct format, edit them e.g. in Excel and upload it back while keeping the right format.

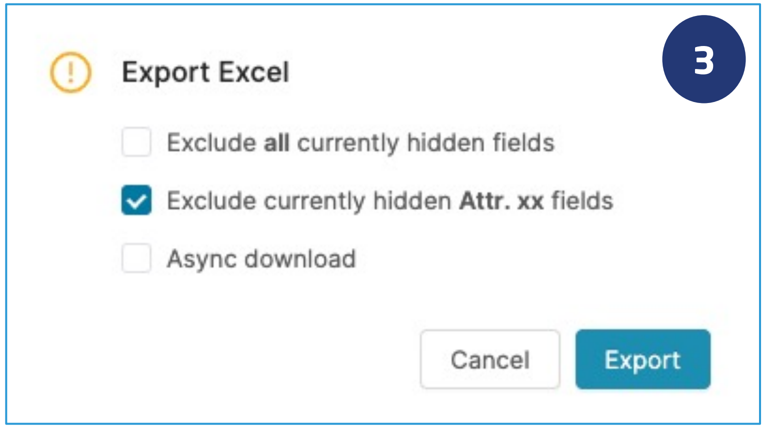


Export of Price Lists to Excel

The list tables of Price Lists, Manual Price Lists and Live Price Grids can be exported to Excel.

You can also define which columns should be excluded from the exported Excel file by marking the related logic element as "sensitive".





CONFIGURATION / ADMIN

Overview of Configuration / Admin Enhancements

- User Admin: Product/customer filters for users can be defined in Unity.
- In the User Group Admin you can now assign multiple users to a user group at once.
- You can make the Messages tab read-only if you allow in the Quote Type configuration editing only by specific user groups
- Data import, export and archiving can be configured in Unity.
- You can hide the "Mark offer as lost" button on the Quote list and detail pages.
- You can hide the Attachments button on Quote, Contract or Rebate Agreements list and detail pages.
- You can hide the Export XLSX button on Quote, Contract or Rebate Agreement list and detail pages.
- You can hide the Export DOCX button on Quote, Contract or Rebate Agreement list and detail pages.
- Configurations of Rebate Chart Definition, Product Query Chart Definition, Customer Query Chart Definition, Dashboard Admin and Configuration Wizard are now opened for editing on a new browser tab.
- The name of the loaded remote configuration is displayed in the User menu > Settings.
- The labels in the Rebate Chart Definition, Product Query Chart Definition and Customer Query Chart Definition lists are now clickable taking you directly to the chart definition where you can make changes.
- It is possible to set a URL to which single sign-on users will be redirected after logout.

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Plan Price Profit

THANK YOU