

FOR IMMEDIATE RELEASE:

Dynamic Price Adjustment Based on Distribution Channels and Market Conditions Added to Vendavo PricePoint™

DENVER – October 10, 2018 [Vendavo](#), a leading provider of commercial excellence solutions, is pleased to introduce the latest version of its market-leading, dynamic pricing solution, [Vendavo PricePoint™](#) which now includes enhanced capabilities to dynamically adjust and segment prices based on different types of distribution channels and changing market conditions.

“The notion of a standard pricelist and standard conditions for customers is a thing of the past”, says Bruno Slosse, Vendavo CEO. “Instead, modern price optimization is based on understanding the customer-perceived value of your offering, and then using artificial intelligence to dynamically optimize your prices across the entire price waterfall, from the central pricing strategy through to the individual markets and customers. An important part in the waterfall is the ability to adjust prices based on different types of distribution channels and commercial conditions. This applies to both on-invoice conditions, such as volume- and/or value-based discounts and special prices, as well as off-invoice conditions, such as annual bonuses and rebates. With Vendavo PricePoint, we again demonstrate our commitment to customer-focused innovation and market-leading pricing solutions.”

In addition to deal management, other new features of Vendavo PricePoint include an enhanced price comparison function and expanded functionality for managing different sets of local sales and distribution channels.

Supporting Resources:

- Read the whitepaper: [10 Tips for a More Successful Price Optimization Project](#)

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About Vendavo

Vendavo powers the shift to digital business for the world’s most demanding B2B companies, unlocking value, growing margin and accelerating revenue. With the Vendavo Commercial Excellence platform, companies develop dynamic customer insights and optimal pricing strategies that maximize margin, boost sales effectiveness and improve customer experience. With an annual margin improvement totalling more than \$2.5 billion across companies in chemicals, distribution, high-tech and manufacturing, Vendavo delivers cutting-edge analytics and deep industry expertise

that help companies stay one step ahead. Vendavo is headquartered in Denver, CO and has offices around the globe. Learn more at [Vendavo.com](https://www.vendavo.com).