

# How Can I Maximize My Margins Through Improved Price Management?

Improve Profitability, Manage Costs and Effectively Segment Your Customers and Product Portfolio

## Pricing Responsiveness<sup>SM</sup> for SAP



### Critical Business Issue

Having a complete view of your profitability is critical to competing in a volatile price and cost market. Attaining valuable insights into the factors that most affect your pocket margin potential can make all the difference

Key benefits to consider:

- Identify your most profitable customers and products based on key criteria
- Discover the true effectiveness of promotions by sales territory and customer segment
- Determine your volume and margin outliers by customer and product category
- Evaluate profitability factors regarding incentive based compensation, revenue and volume

### SAP and Hitachi Consulting: Partnering to Deliver Pricing Responsiveness<sup>SM</sup> for SAP

SAP has partnered with Hitachi Consulting's Revenue Management Practice to develop a best practices driven solution that provides the right level of transactional granularity to effectively analyze true profitability. Coupled with SAP's sophisticated reporting infrastructure and application environment, meaningful profitability analysis and price management are now easily within reach.

Solution Highlights:

- Robust analytic capabilities via a pricing cockpit
- Improved contract compliance
- An all-SAP solution architecture (SAP ECC 6.0, SAP IP, SAP BI 7.0 with SAP BusinessObjects)

***“In this down economy, improving pricing practices through price improvement initiatives is essential to protecting eroding margins, recovering costs, and pruning unprofitable business.”***

*Building a Bulletproof Business Case for Pricing Improvement Initiatives – AMR*

# Maximize Profitability with Pricing Responsiveness<sup>SM</sup> for SAP



## 3 Simple Steps To Improved Profitability

### Solution Capabilities

- Price waterfall
- Scatter diagrams
- Line chart (history/trends)
- Comparison charts
- Exception dashboard
- Ad-hoc query building & data export



### Step 1: Expert Virtual Roundtable

Your team gathers every week to discuss key issues. Why not invite an expert? Hitachi Consulting's Revenue Management team with expertise in pricing best practices will join your team for an hour-long conference call. You shape the agenda and Hitachi Consulting will provide the expertise.

- Identification of pain points
- Areas for profitability analysis improvement
- Detailed business process discussion

### Step 2: Pricing Responsiveness<sup>SM</sup> Workshop

This one day, no fee workshop lays the foundation for a successful pricing initiative. Working together with the Hitachi Consulting Revenue Management team, you will gain a working knowledge of Pricing Responsiveness<sup>SM</sup> for SAP and begin the formulation of a strategy around effective price management.

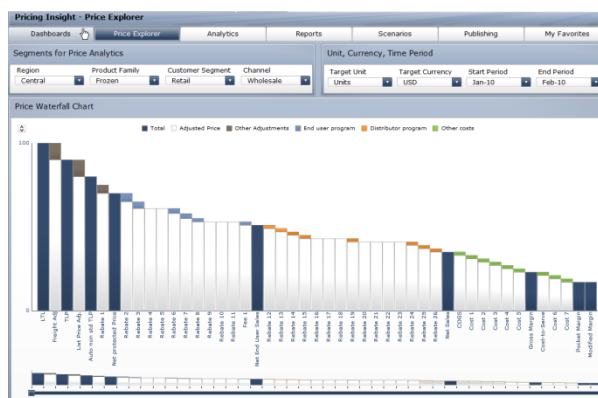
- |                     |   |
|---------------------|---|
| Topics include:     | Deliverables:                                   |
| ▪ Analytics/Metrics | ▪ Finalized target metric list                  |
| ▪ Data sources      | ▪ Finalized data sources list                   |
| ▪ Calculations      | ▪ Report & analysis List                        |
| ▪ Transparency      | ▪ Project plan for proof of concept development |

### Step 3: Pricing Responsiveness<sup>SM</sup> Deployment Offer

If you already understand the value of an integrated SAP pricing and profitability strategy, it's time to discuss Hitachi Consulting's rapid value deployment program.

- Key features of the program include:
- A fixed-scope and fixed-fee deliverable
  - Rapid deployment
  - A comprehensive SAP based pricing solution

Contact us today to take the steps to maximizing your pricing performance.



**Improve Your Pricing Responsiveness<sup>SM</sup> Today!**

#### Hitachi Consulting Contacts:

**Eric Yuan, National Director –**  
[eyuan@hitachiconsulting.com](mailto:eyuan@hitachiconsulting.com)

#### SAP Contacts:

**Matt Cronin, Alliance Director –** [matt.cronin@sap.com](mailto:matt.cronin@sap.com)