



Capabilities Overview and Case Study

Prototyping and Custom Software  
Developments for Your Business



Companies in all industries worldwide are using technology to take their business to the next level. Thanks to powerful software, it has never been easier to transform pricing, sales, and marketing processes. But an off-the-shelf tool doesn't always meet your exact needs.

At Simon-Kucher, we understand that every business is unique. We know the impact IT can have, and we know how to use it. That's why, when packaged software falls short, we build custom and flexible solutions for your specific problems. Using various platforms and technologies, we've supported a multitude of clients in developing their sales, marketing, and pricing applications.

Read on to learn more about how our broad spectrum of tailored software solutions has served clients in a wide range of industries. From needs assessment and rapid prototyping to architecture design and development support, Simon-Kucher has it covered.

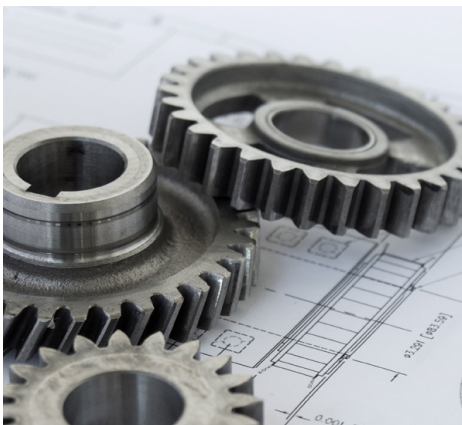
## Professional support every step of the way

### Needs assessment and rapid prototyping



- We support our clients by gathering the functional requirements and writing user stories
- Rapid prototypes enable us to crystalize the user stories and gather initial feedback early on
- High-fidelity, interactive prototypes helps us communicate the desired features and functionalities with users and developers

### Architecture design



- We not only design the software concepts, but also the IT architecture to support the infrastructure behind the tools
- We ensure that the designed tools can be easily embedded into our clients' existing system landscapes
- We also support our clients by defining the necessary interfaces and data inputs as the basis for technical documentation

### Development support



- Simon-Kucher experts manage the entire development process with our clients' IT teams and development partners
- Our working methods can be both agile and traditional, depending on the client's situation
- The solutions we deliver are supported by user testing, along with training on how to use the developed tools within your company

## Case study: Cloud-based pricing guide system facilitates best-practice pricing processes and boosts profits for telco provider

### Situation & Objectives

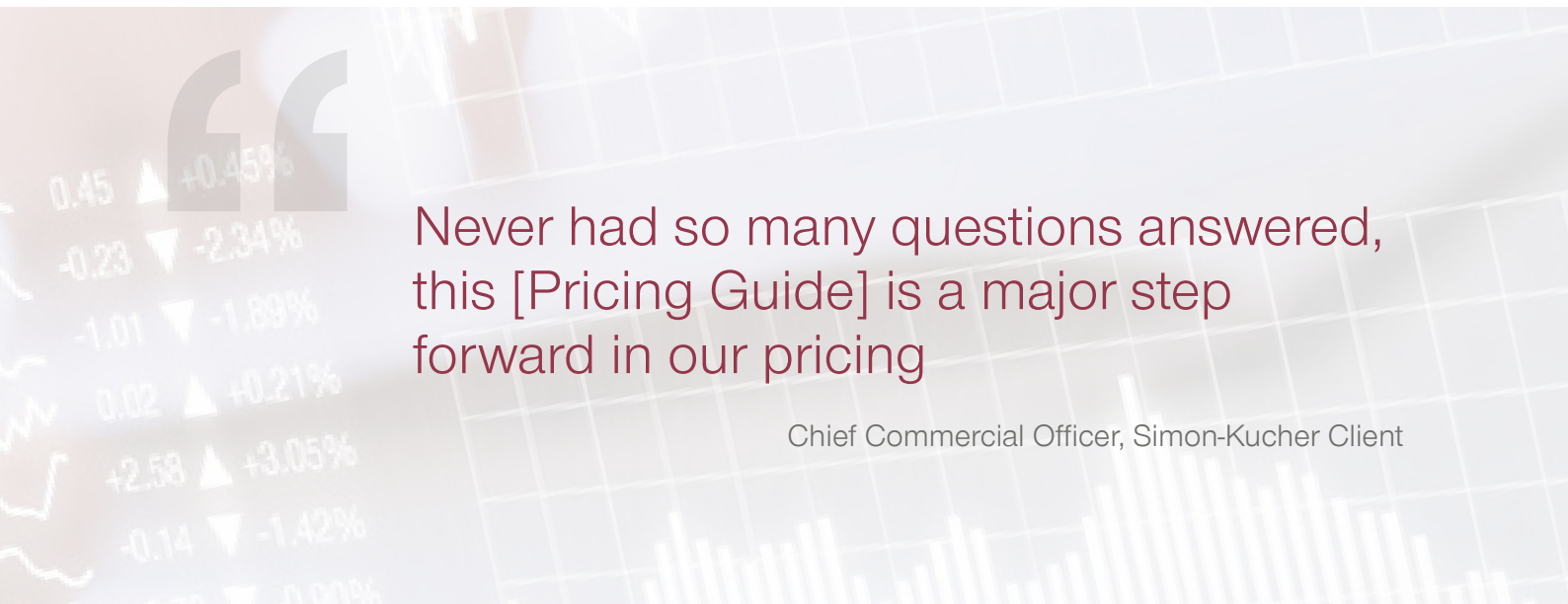
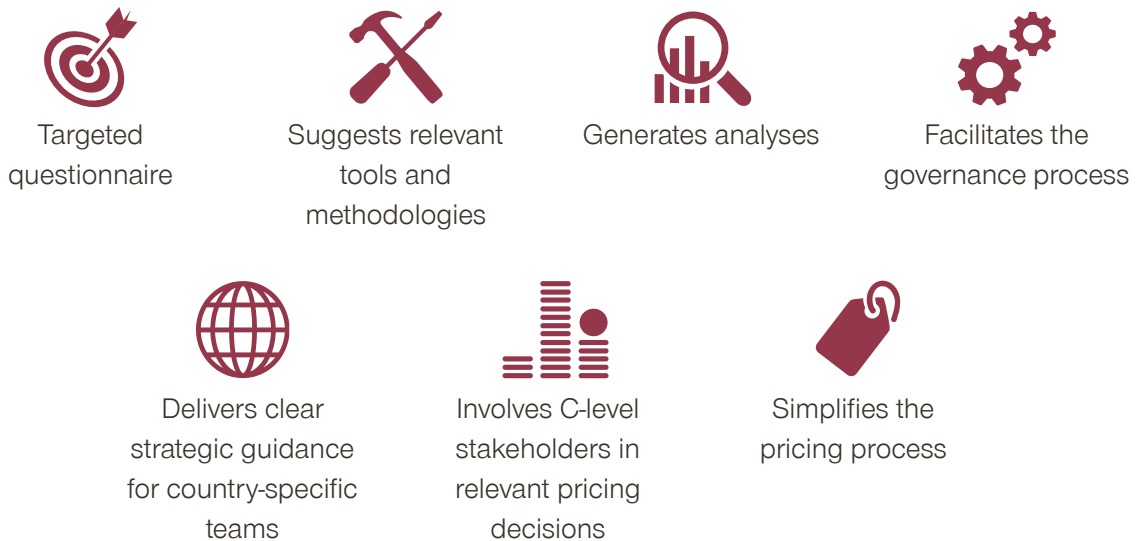
Telecommunications providers often face rising competition and growing price pressures, which is why having the right pricing processes is of paramount importance to thrive.

Simon-Kucher was the trusted advisor to help a leading international telecommunications provider establish a pricing excellence framework across its multi-national operations. The key objective of the engagement was to improve the pricing capabilities of country-specific teams by arming them with the right tools, processes, and set-up for their various pricing needs.

### Approach & Solution

To design the comprehensive pricing excellence framework, the Simon-Kucher team worked closely with our client to define various aspects of pricing, including pricing strategy, pricing capabilities, pricing processes, and pricing organization & governance.

### Pricing Guide is an interactive, digital solution for the pricing process



Never had so many questions answered, this [Pricing Guide] is a major step forward in our pricing

Chief Commercial Officer, Simon-Kucher Client

## Impact



The team created a working prototype of the framework, and entered into an iterative custom development process, including tight feedback loops with the client's key stakeholders.

Our solution, Pricing Guide, helps pricing and product managers to make better and more efficient pricing decisions. The tool interactively guides users through their pricing processes by asking the right questions, providing relevant tools and methodologies, displaying required analyses, and automatically facilitating the governance process. The solution gave country-specific teams clear strategic guidance, involved C-level stakeholders in relevant pricing decisions, and simplified the pricing process flow.



Double digit growth in two weeks after pilot application

Chief Commercial Officer, Simon-Kucher Client

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## About Simon Kucher

For over 30 years Simon-Kucher & Partners has been helping hundreds of clients around the world address their strategic and marketing challenges. We are regarded as the world's leading topline advisor and thought leader. We have served more than 100 of the Global Fortune 500 companies and our clients come from all major industries.

## Simon-Kucher Global Headquarters

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