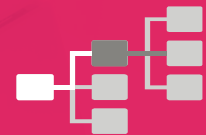# Price Map

Value-based portfolio pricing tool for full control over diverse product portfolios

Having a transparent and consistent pricing structure in place is difficult – especially for companies with a large product portfolio. Price Map helps to implement clear guidelines following a value driver logic and harmonizes pricing structures across international markets.

Key features: A three steps approach to portfolio pricing

1. Visualizes data

- Dynamic graphs to visualize current portfolio prices and value drivers

- User-friendly data interface to edit uploaded data

- Easy identification of potential portfolio product gaps and pricing inconsistencies

2. Re-prices the portfolio

- Full portfolio architecture overview defined by value driver logic

- Flexible calibration options to define mark-ups and mark-downs for each value driver

- Simulation of product prices following a structured pricing logic, easily adjustable across international markets and various product segments

3. Monitors price changes

- Overview of price change impact, including displays of important KPIs, to support price review and pricing decisions

- Transparency on price architecture to ensure adequate product pricing

Key benefits:

- Established application built on 30+ years of pricing expertise

- Full control and transparency over whole portfolio price setting and monitoring process, including international pricing and dynamic visualization support

- No black box algorithms: full transparency and control of calculation logic

- Cloud-based and automated application for round-the-clock access with multiple users

Wolfgang Johann Mitschke

Managing Partner

📍 Taunusanlage 9 -10 l Marienturm l 60329 Frankfurt/Main l Germany
📞 Tel. +49 3336 77 28 l Mobile +49 3168 9980
✉ wolfgangjohann.mitschke@simon-kucher.com
↖ www.simon-kucher.com/engine