



CASE STUDY

Ensuring company-wide understanding and cooperation to effectively operate forecasting, rules-based, and dynamic pricing engines

Ensuring company-wide understanding and cooperation

for a global chemical commodity company, specializing in silicon compounds to effectively operate forecasting, rules-based, and dynamic pricing engines

Challenges

- **Complicated value chain** for silicon compounds, despite silicon metal being a key price driver
- **Gut-based pricing** with few set of drivers considered, and **limited internal capabilities**

Objectives

- Streamline value chain, pricing, and price setting to capture more value
- Maximize internal operational efficiency, to ensure successful change management

Approach

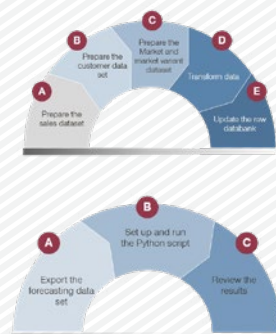
- Reviewed the value chain to identify a long list of price drivers to test in the model
- Built three engines that were intertwined: Forecasting, Rules, and Dynamic
- Conducted thorough knowledge transfer and training to client team via workshops and training sessions
- Developed PowerBI-based dashboard to all three engines to visualize results and suggestions to the team

Deliverables

Handover Workshops

For each engine that we created, we delivered tools to support their running, maintaining, and updating:

- PowerBI dashboard to visualize forecasted and suggested prices
- Excel based raw data template for inputs of the three engines
- How to guide documents & videos. Conducted thorough knowledge transfer and training to client team via workshops and training sessions



Estimated revenue uplift of **RMB 75 million**, and increased **ROS by 2.5 percent**

Contacts



Kiran Pudi
Partner

Tel. +65 6958 1465

kiran.pudi@simon-kucher.com

Simon-Kucher & Partners

Simon-Kucher & Partners is a global consulting firm with more than 1,700 professionals in 42 offices worldwide focusing on TopLine Power®. Founded in 1985, the company has more than 35 years of experience providing strategy, marketing, and sales consulting and is regarded as the world's leading pricing advisor.

Singapore office

5 Temasek Boulevard #04-03

Suntec Tower Five

Singapore 038985

Tel. +65 634190 27

singapore@simon-kucher.com

