

zilliant MEDICAL & LIFE SCIENCES

Asymmetrical demand and digital competitors threatening traditional distributors during COVID-19



The leading PPE manufacturer/distributor sold 15 million more face masks in March than in all of 2019.



=

2019

Source: Chicago Business



100
MILLION

AMAZON has delivered more than 100 million medical items during the Coronavirus pandemic.

Source: CNBC



28.4
MILLION

28.4 million elective surgeries projected to be canceled or postponed in 2020

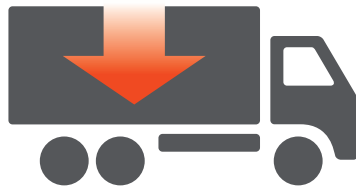
Source: BJS Society

PRE-COVID DISTRIBUTION WOES ACCELERATING

Distribution companies may lose up to \$300M in revenue and up to \$134M in profits in a normal year due to customer churn, missed cross-sell opportunities, inconsistent pricing and misaligned market pricing.

-\$300

MILLION IN REVENUE



-\$134

MILLION IN YEARLY PROFIT

UNEVEN DEMAND = PRICING COMPLICATIONS



PRICING FOR HIGH DEMAND ITEMS

Supplier costs are on the rise and competition is fierce. Distributors must avoid price gouging and offer an excellent customer experience.



PRICING FOR LOW DEMAND INVENTORY

When demand is de-coupled from price, reflexively dropping price won't stimulate anything. It will only set a bad precedent.

A REIMAGINED SOLUTION

1 BOOST PRICING PERFORMANCE

Zilliant Price IQ® accounts for every factor that drives price and statistically measures price elasticity in the market, all while enforcing guardrails to prevent under-pricing. **Zilliant Price Manager**™ allows pricing teams to set and execute rule-based pricing strategies across all price modes, as well as use **Price IQ**-generated guidance to mass update prices and more efficiently pass through costs. With both tools, prices and supporting contextual analytics can be delivered to any CPQ, order entry, ERP or eCommerce system.

2 SELL MORE TO CURRENT CUSTOMERS

The best growth opportunities come from existing customers. **Zilliant Sales IQ**™ automatically identifies growth, recovery and price actions within customer accounts and sends them directly to sales reps inside the tools they already use daily.

3 BOLSTER DIGITAL SALES

Unlock real-time market pricing for eCommerce channels to better compete with big digital players without sacrificing margin or market share. Deliver a winning customer experience with relevant product recommendations and intelligent automated negotiation capabilities.

REIMAGINE the power you possess to be proactive in unnatural market conditions. Harness data science and partner with the industry experts. For more information, visit www.zilliant.com