

PRICING CHALLENGES IN A DYNAMIC, VOLATILE INDUSTRY

Complex Price Builds & Component Pricing Must Consider:

- Extremely complex contracts
- Highly dynamic spot pricing
- Volatile raw commodity exchanges
- Disruptions from tariffs and the supply chain
- Cash markets to sell excess product
- Tight negotiation window based on forecasted cost
- Freight and labor costs
- Credits back to customer
- Considering flex capacity in annual plans



REIMAGINE PRICING IN FOOD PRODUCTION & MANUFACTURING

Respond to Commodity Price Moves

- Dynamically bring in new data as costs change
- Centralize the pass-through process
- Automate price changes
- Mass update customer-specific agreements

Institutionalize Pricing Across a Global Business

- Set up dynamic pricing
- Streamline the price build elements
- Gain pricing control across business units

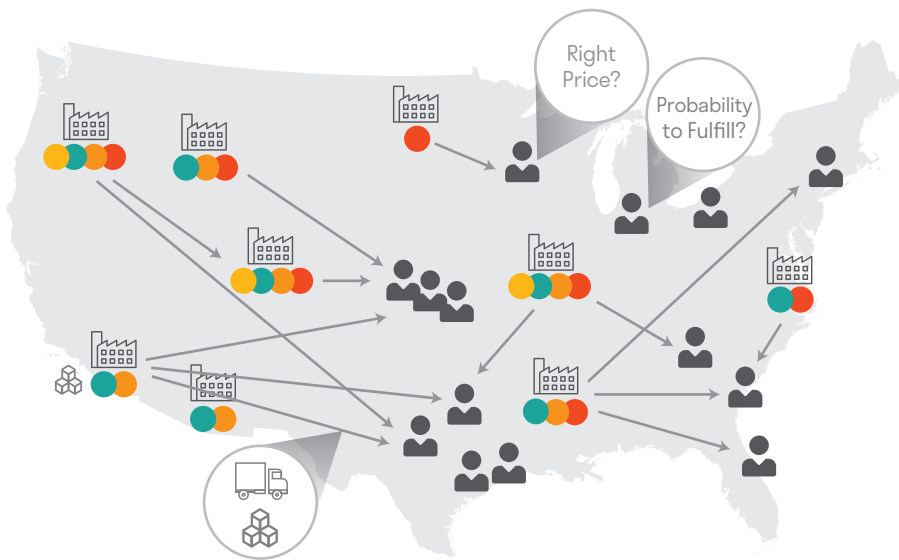


PAIR ADVANCED PRICING WITH FACILITY ALLOCATION DECISIONS

Solve Supply-Side and Demand-Side Pricing Puzzles at Once

Once pricing decisions are optimized at scale, widen the gap between price and cost by building a SmartApp on the Zilliant IQ Platform to make capacity decisions price-aware. It assigns customer demand forecasts to a manufacturing facility, then recommends the least-cost mode of transportation and identifies the likelihood that an order will be fulfilled at an ideal price.

zilliant PRICE IQ + **zilliant** PRICE MANAGER + **zilliant** SMARTAPPS



Pair the ability of Price IQ to respond quickly to commodity price moves, Price Manager to institutionalize pricing across a global business and the Zilliant IQ Platform to reimagine profitability in this highly dynamic market.

Product A	Product B	Product C	Product D
Manufacturing Facility	The Customer	Packing Machines	

OVERWHELMED BY COMPLEXITY

Capacity allocation and pricing decisions - two primary profitability drivers - are highly complex for manufacturers. Companies typically use spreadsheet-based models, intuition and experience to make these determinations. It is possible to strike the right balance between pricing custom, complex blends and capacity allocation in this highly dynamic market.

PRICE OPTIMIZATION
 Hundreds of Customers
 Hundreds of Products
 Raw Material Cost Volatility
 Fluctuating Futures

CAPACITY ALLOCATION
 Increasing Competition
 Logistical Complexity
 Pragmatic Capacity Constraints
 Forecast Versus Actual Demand



PRICE-AWARE CAPACITY DECISIONS MOVE THE NEEDLE

\$700,000
 PROFIT INCREASE PER MONTH

Food Producer Sees \$700,000/month Profit Increase

One large food manufacturer utilized Price IQ in conjunction with the advanced capabilities of the Zilliant IQ Platform to make its capacity decisions price-aware. By combining price optimization and a more optimal approach facility allocation, the resulting benefits included:

- More than \$700K in profit improvements per month
- Improved decision-making to determine which milling plans yield the most profit
- Zilliant science is helping the company consistently widen the gap between cost and price.