zilliant REAL-TIME PRICING ENGINE

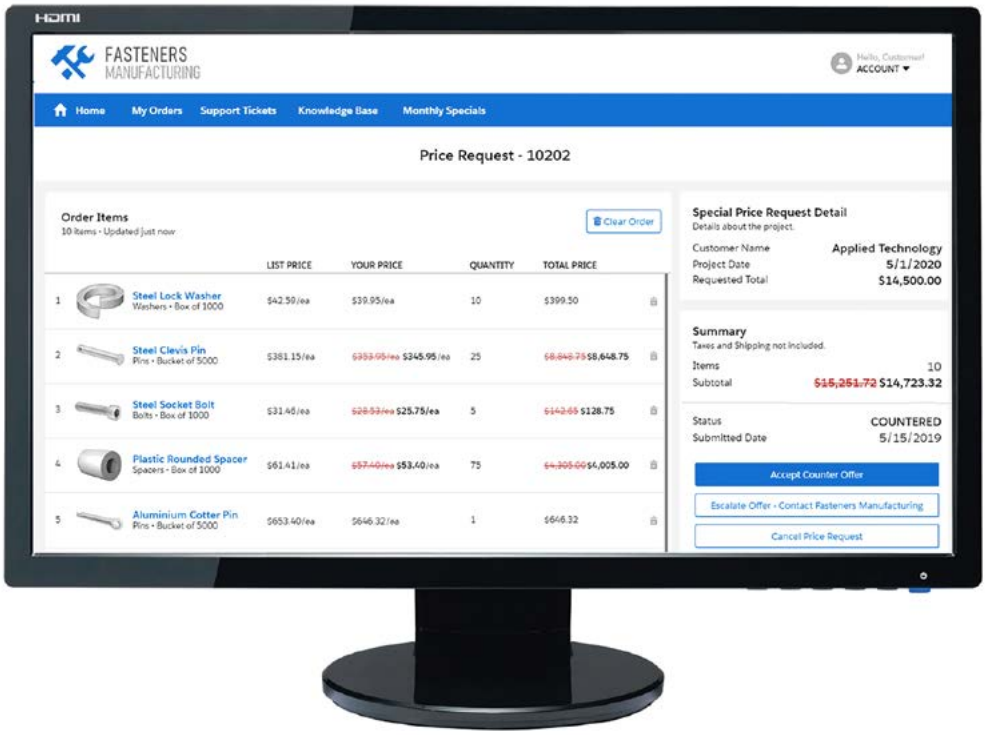
A ROBUST API SERVICE TO CALCULATE AND DELIVER REAL-TIME PRICING

Zilliant Real-Time Pricing Engine™ is the real-time connection between Zilliant's pricing solutions and your commercial applications — a high-availability, high-performance REST API with 99.99% guaranteed uptime, which offers robust capabilities such as:

- Real-time pricing and data lookups and complex price calculations in response to calls from any commercial system, including ERP, CRM, CPQ, eCommerce channels and mobile applications
- Ability to perform complex calculations on demand, including external data lookups and automated negotiation
- Capability to embed visual analytics anywhere and everywhere they are needed
- Delivery of product recommendations relevant to the customer needs and current transaction

Built on the Zilliant IQ Platform®, the industry's only cloud-native, multi-tenant architecture, Real-Time Pricing Engine™ customers benefit from a highly scalable, highly available and robust API service for real-time price calculation and delivery. When used in conjunction with Zilliant Price Manager™ or Price IQ®, Zilliant can serve as the pricing system of record, giving customers the ability to bypass legacy, inflexible systems, to more easily update, manage and dynamically deliver prices into all commercial systems.

- Unlimited Cloud-Native Scalability
- High Performance, with most responses <100 milliseconds
- 99.99% Guaranteed SLA
- Deliver Prices to Any Commercial System in Real Time
- Intelligently Automate Negotiations
- Automate Complex Processes & Calculations
- Omnichannel, Real-Time Connections to Zilliant Applications



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B2B companies realize increased margin, revenue and operational benefits by enabling faster, more dynamic pricing, effectively powering intelligent commerce. B2B companies commonly rely on the Real-Time Pricing Engine™ to:

- Perform complex calculations and return price guidance in real-time
- Deliver market-aligned prices in real-time to any CRM, CPQ, ERP, eCommerce channel or order entry system
- Intelligently validate customer-specific pricing logic – tens of thousands daily – to confirm that incoming customer orders match the agreed-upon pricing, route to the correct approver and direct any pricing mismatches to the appropriate person to be addressed immediately
- Intelligently automate complex approvals, negotiations, and counterproposals
- Dynamically adjust prices based on cart abandonment, pageviews, inventory availability and other digital data, quantity breaks or discounts, and instantly update eCommerce prices
- Deliver complementary product recommendations to your order entry system, CPQ or eCommerce channels

For more information about Zilliant Real-Time Pricing Engine™ please visit https://www.zilliant.com/products/realtimepricingengine.

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