

Customer Experience & Commerce

SPARK Matrix™: **B2B Price Optimization and** **Management Application, 2022**

Market Insights, Competitive Evaluation, and Vendor Rankings

May 2022

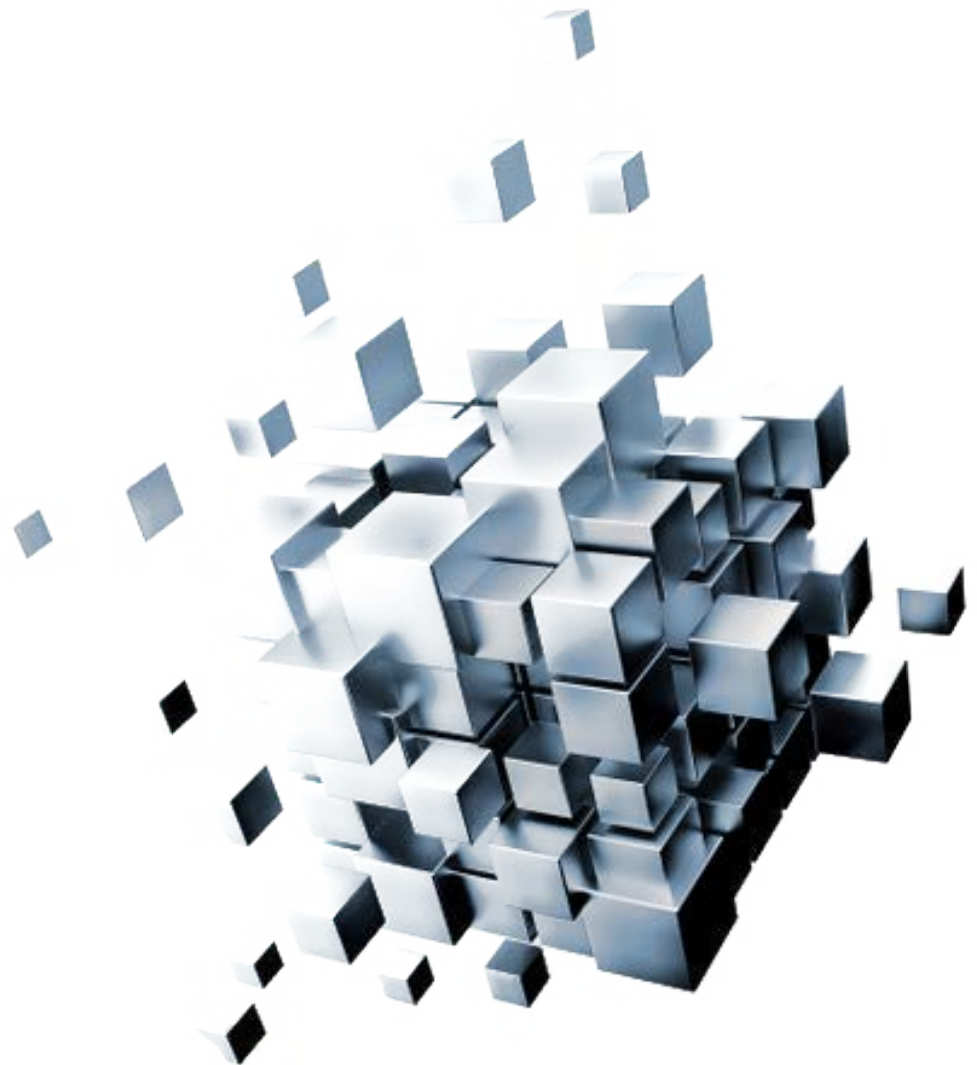


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Executive Overview

This research service includes a detailed analysis of global B2B Price Optimization and Management Application market dynamics, major trends, vendor landscape, and competitive positioning analysis. The study provides competition analysis and ranking of the leading B2B Price Optimization and Management Application vendors in the form of SPARK Matrix™. This research provides strategic information for technology vendors to better understand the market supporting their growth strategies and for users to evaluate different vendors' capabilities, competitive differentiation, and market positions.

Market Dynamics and Overview

Quadrant Knowledge Solutions defines a B2B Price Optimization and Management Application (B2B PO&MA) as “a platform that enables organizations to create efficient omnichannel pricing strategies as well as optimize and execute them at scale with ease, bringing precision and perfection to their pricing procedures.” The platform utilizes customer data and historical pricing data to provide deep insights, enabling organizations to make informed decisions and efficiently manage and optimize their pricing strategies.

Due to various factors such as increasingly complex regulatory constraints, fluctuating raw material supply and pricing scenarios, and an increasingly competitive market environment, legacy methods such as spreadsheets yield results that are inefficient, inaccurate, and hamper the overall productivity. Due to the time-consuming and tedious pricing analysis process, organizations are emphasizing transitioning from these legacy methods to comprehensive software such as B2B PO&MA to adopt dynamic pricing approach that aids in determining optimal prices.

In addition, AI/ML-driven B2B PO&MA enable organizations to shift from manual price setting to automated pricing structures and reduce the overall cycle time required in providing prices to customers. A B2B PO&MA optimizes prices in the dynamic market and provides organizations with greater value. The transition from manual to optimized pricing helps organizations improve price visibility, price agility, and deliver real-time prices with changing market conditions.

Over the past few years, brands have been adopting the price optimization approach to improve their margin percentage and assist the sales representatives in providing relevant prices that are aligned with the current market conditions. Organizations are looking at optimizing their pricing strategies based on a variety of characteristics such as competitive pricing, margin-based pricing, price elasticity, and more. However, as consumer behavior and demand evolve, customers increasingly expect organizations to provide compelling and discounted pricing. Organizations are focusing on adopting advanced B2B price optimization and management solutions that can predict and navigate prices based on dynamic market scenarios. To create and implement efficient price optimization methods, organizations are looking at a pricing solution that can accommodate and automate pricing structures based on each stage of the product lifecycle.

Therefore, organizations are seeking solutions like B2B PO&MA that enables them to track consumer behavior at all stages of their journey and fine-tune their pricing strategy in order to generate more revenue.

The AI-powered B2B PO&MA can capture data pertaining to customer behavior, demand pattern, market condition, order quantity and customer willingness for forecasting, demand elasticity, and adjusts prices based on competitors' offerings. The application provides comprehensive insights that allow organizations to gain a complete view of the performance of numerous pricing methods, estimate client demand, and allow businesses to pick and choose what they want to sell and determine the most reasonable prices for their items. A B2B PO&MA enables organizations to focus on strategizing a well-determined pricing optimization method that aids them in understanding how customers react to various products prices, optimizing margin percentage, increase customer engagement and customer retention to meet business goals.

In an omnichannel world, organizations are considering taking an end-to-end approach to design pricing optimization strategies, promotion price optimization, markdown price optimization, leverage real-time customer insights, and drive customer engagements. B2B PO&MA vendors are progressively enhancing their solutions with comprehensive AI/ML capabilities for price optimization and delivering value-based pricing to the customers. AI-driven B2B PO&MA are helping organizations lower overall prices by facilitating price optimization, promotion price optimization, and markdown price optimization. Organizations are looking at a B2B PO&MA platform that provides real-time price agility to adapt to changing market conditions. It is essential for organizations to establish their pricing optimization tactics rapidly and efficiently in order to drive profitability, win sales deals, and drive growth. The platform enables B2B sales representatives to assess market demand and link the product's initial prices, discounts, and promotions to marketing tactics that align with the company's objectives. The platform can proactively identify opportunities for organizations to gain a competitive advantage over customer demand at various stages of the product lifecycle and meet the demands with the appropriate pricing and marketing tactics, resulting in the achievement of the organization's objectives.

Following are the key capabilities of B2B Price Optimization and Management Application:

- **Data Integration:** A B2B Price Optimization and Management application integrates with CRM, ERP, eCommerce, and CPQ solutions

through open APIs to provide up-to-date information on price and related aspects. This integration helps organizations distribute their pricing data with their sales team. The software ingests data pertaining to historical transactions, costs (transport, taxes, tariffs, etc.), inventory, customers (behavioral, demographics, firmographics etc.) external (weather, products/services, competitor pricing) to help organizations automate and optimize the pricing strategy execution. Through out-of-the-box integrations, the software enables organizations to minimize the cost and time required for implementation. Depending on the vendor's capability, the vendor may support integration with its native CPQ product or other leading CPQ solutions.

- **Price Management:** The platform's price management capability helps organizations create and update pricing across their business environment. Users can set (based on factors such as product categories, demand fluctuation, and more) and manage prices for various price modes and price types (such as list price, matrix, negotiation, and customer-specific price). The capability helps manage price-related segments and assists in measuring key performance indicators and more. The platform also integrates with various business systems to reduce the time spent in preparing and uploading spreadsheets from the core pricing team.
- **Price Simulation Engine:** The native price simulation engine assists organizations in testing various pricing scenarios and pricing strategies to optimize their efforts in order to achieve business goals. This engine helps organizations to comprehensively assess end to end pricing process, address the demand elasticity of the market and provide market-aligned prices to the customers.
- **Real-time Recommendations:** The platform offers an AI-driven recommendation engine that helps organizations manage and optimize product pricing by accurately recommending initial price, regular price, and markdown price. It assists organizations in determining an initial price based on past data, as well as similar product lines. It also allows organizations to estimate costs in order to decide a starting pricing, future sales, and product demand. The platform recommends pricing dynamically based on demand spikes,

seasonal demand, and price changes from competitors. It facilitates organizations to configure pricing models to meet pre-determined KPIs and inventory availability. The platform also provides real-time recommendations pertaining to list price change, transaction line price, transaction line, promotion, configuration, and renewal uplift. Depending on vendors' capability, the platform may also offer cross-sell and up-sell recommendations.

- **AI-Driven Analytics:** The AI-driven B2B PO&MA's analytics capability provides granular insights based on various factors such as market conditions, competitive dynamics, cost conditions, and macroeconomic considerations. It provides comprehensive and actionable insights regarding customer purchasing patterns, customer behavior, and market price fluctuations. The platform forecasts future market demands by combining internal and external data, allowing organizations to easily manage inventory, improve delivery times, boost sales, and reduce costs. This capability enables organizations to analyze, plan, and execute promotional activities efficiently. In addition, the platform provides comprehensive visibility into category spend, workflow, promotional ad planning, and campaign performance to help organizations make data-driven decisions.

Factors Influencing B2B Price Optimization and Management Application Market: Market Drivers and Trends

The followings are the dominant technology and market development influencing the overall global B2B Price Optimization and Management Application and market growth:

Increased Emphasis on Transitioning from Cost-Plus Pricing to Value-Based Pricing to Maximize Business Profitability: Product pricing is a critical part of the procurement process. Thus, deploying the right pricing technique by the organization will help them maintain the targeted profitability and foster a long-term relationship with the customers. Cost-based pricing allows organizations to price their products specifically on the cost which is incurred during the product development process and targeted margin/profit percentage. On the contrary, value-based pricing focuses on the benefits offered by the products/services and the customer's willingness to pay. An AI-driven Price Optimization and Management Application can analyze the market conditions, demand factor across multiple channels & accordingly recommend the optimized price. Eventually, understanding the perceived value of customer and thereby enhancing the price of the product/service to be offered. B2B vendors are constantly focusing on delivering valued products to customers based on their wants and preferences, thereby gaining commendable customer experience. An AI-driven Price Optimization and Management Application's real-time pricing, margin optimization, and customer segmentation functionalities allow users to analyze and gain insights into the customers' buying patterns. The real-time pricing capability analyzes the customer urgency/demands, the perceived value of the product, and willingness to pay. This analysis enables the software to recommend the optimized price, which can be higher than the competitor's price and drive profitability. The software also leverages various algorithms to calculate value-based pricing. Platform offers price setting capability which helps organizations in analyzing and defining key buying factors to set market aligned optimal prices using predefined rules.

Growth in Investments Around AI/ML To Optimize Pricing Strategies: Organizations are constantly working towards delivering a better customer

experience by providing optimal price points. Price has become a significant factor in captivating customers due to fierce competition. Hence, to offer better pricing and increase product/service sales, organizations are focusing on leveraging AI-driven B2B price optimization and management software. AI-driven pricing solutions' ability to conduct predictive analytics for predicting the optimal price recommendations on factors such as granular price visibility, price elasticity, market scenario, level of competition, niche market, and demand trends without compromising on margins is another factor driving the solutions' adaption. Organizations are also looking at B2B pricing software that can intelligently segment markets and customers based on past purchase data, churn rate, and level of brand loyalty to deliver real-time dynamic pricing. The organizations are employing B2B pricing solutions' predictive analytics capability to comprehensively understand customer behavior towards certain prices offered. Vendors are also enhancing their AI capabilities to enable organizations to provide suitable discounts and increased customer retention as well as a reduction in customer churn rate. Vendors are also offering a market simulation feature for organizations to formulate informed pricing strategies by testing their product's prices under various market scenarios. Thus, AI is expected to impact the B2B Price Optimization and Management Application market positively and empower sales teams to meticulously determine future steps.

Increased Focus on Partnering with CPQ Providers to Enhance End-to-End Sales Process:

The AI-driven Price Optimization process enables the organizations to get the automated optimized price by analyzing market conditions. Traditionally, internal enterprise systems (such as ERP, CRM, etc.) analyze customer data to derive perfect price and then quote to customer by going through several negotiations. Unlike traditional enterprise systems, advanced B2B PO&MA are providing smart pricing support that automates the customer segmentation process based on certain behavioral factors to determines perfect calculated prices and quotes them accordingly. B2B Price Optimization and Management Vendors are collaborating with CPQ vendors to deliver error-free quotes and up-to-date prices, which helps in streamlining the end-to-end sales process. Organizations are looking at B2B software vendors that can integrate with various leading or native CPQs. The growing focus on this integration is helping organizations in delivering quotes efficiently and generate a profitable outcome. The CPQ + B2B Price Optimization and Management software integration is driving multiple benefits such as dynamic pricing, less operational cost, margin optimization, order accuracy, and reduced number of processes in the sales cycle. This platform is becoming more suitable for volatile markets as there are dynamic demands and the prices offered are

aligned to market conditions. The integration between B2B price optimization and management application and CPQ is enabling users to offer optimized prices by analyzing market scenarios and dynamic price changes and gaining real-time and accurate price insights. A majority of vendors are adapting platforms that integrate with CPQ to deliver cash-to-quote solutions and drive more deals and profitability. This integration is proving to be beneficial to organizations by reducing the overall deployment time and cost. In a way, the integration is helping organizations streamline end to end sales process with its open API architecture to configure complex products and service prices, deliver accurate quotes, and create deals with the most up-to-date product and pricing information resulting in better customer engagement and retention.

Competitive Landscape and Analysis

Quadrant Knowledge Solutions has conducted an in-depth analysis of major B2B Price Optimization and Management Application (B2B PO&MA) vendors by evaluating their products, market presence, and customer value proposition. The evaluation is based on primary research with expert interviews, analysis of use cases, and Quadrant's internal analysis of the overall B2B PO&MA market. This study includes an analysis of key B2B PO&MA vendors, including PROS, Zilliant, Periscope by McKinsey, Pricefx, Vendavo, SPOSEA, Model N, Vistex, Vistaar, Syncron, Nomis Solutions, PriceEdge, Pricemoov and Bubo.AI.

Periscope by Mckinsey, Pricefx, PROS SPOSEA, Vendavo, and Zilliant are amongst the top performers and technology leaders in the 2022 SPARK Matrix analysis of the global B2B Price Optimization and Management Application (B2B PO&MA) market. These companies provide sophisticated technology platforms to enable organizations comprehensively analyze and optimize their pricing approach.

Periscope by McKinsey offers a B2B PO&MA that provides accurate pricing considering unified customer data and margin optimization to determine appropriate discounts and offer real-time prices. It also offers various unique capabilities such as reconfigurability and flexibility, the separation between analytics and application logic, customer analytics, seamless integrations, and modular design.

Pricefx is positioned amongst leaders due to its ability to resolve complex pricing problems and key technological differentiators, including a configurable user interface, value-based pricing, deal negotiation tools, rebate management, set of configurations for rapid solution deployment and PLASMA-pricing benchmark.

PROS is amongst the leading providers in the B2B PO&MA market with its comprehensive capabilities, including dynamic pricing, AI Price recommendations, informed decisions, automated processes, and meaningful analyses. The platform provides organizations with intuitive insights based on real-time data to help the sales team find the right product.

SPOSEA is amongst the emerging technology leaders and is gaining significant market traction in the global B2B PO&MA market with its comprehensive technology capabilities, effective competition, and growth strategy execution.

Vendavo's B2B PO&MA provides a unified customer experience, assisting users in delivering optimized price quotes to the right customer by performing impact analysis. The platform delivers a robust technology value proposition through its key differentiators, including expert price intelligence powered by advanced AI technology, 24 hours to advanced pricing, and intelligent insights & forecasting.

Zilliant offers a comprehensive pricing solution that automates the pricing task across the organization to provide quick and market aligned prices to customers. The platform offers unique capabilities, including what-if scenarios, sales guidance, and visual analytics. The company's focus on providing the next generation of end-to-end pricing solutions, including best-in-class price science, faster optimization times, intuitive user interfaces, and out-of-the-box, quick-to-implement core pricing features to meet company goals.

Vendors such as Model N, Synchron, Vistaar, and Vistex have been positioned among the primary challengers. These companies provide comprehensive technology capabilities and are rapidly gaining market traction across industries and geographical regions. These companies are also mindful of the upcoming market trends and have outlined a comprehensive roadmap to tap into future growth opportunities.

Model N's Price Intelligence platform enables the organizations to provide real-time, interactive insights about the customers, market conditions, competitor data, and more. It also helps organizations in providing validated and real-time pricing information to formulate pricing strategies.

Synchron's platform leverages AI/ML capabilities to provide real-time price visibility into the sales cycle, as well as assists sales teams with sales process automation. Synchron continues to focus on incorporating advanced technologies to improve user experience, strategic relationships, market-leading pricing solutions, regional domain expertise, implementation excellence, and accelerating digital selling transitions.

Vistaar pricing solutions help to serve their customers by offering a holistic approach towards pricing and also understanding profit drivers, which eventually turns them into effective pricing strategies. Customer compliance, deal guidance, market and business performance insights, automatic identification of comparable deals, and attrition risk are some of Vistaar's differentiating capabilities that organizations are leveraging to achieve business goals.

Vistex's sophisticated solution empowers organizations seamlessly match their customer needs with tailor-made sales package solutions. It empowers organizations to effectively formulate pricing strategies and carry out price setting, pricing optimization, price maintenance, and CPQ integration.

The other key vendors captured in the 2022 SPARK Matrix™ include Bubo.AI, Nomis Solutions, PriceEdge, and Pricemoov.

Bubo.AI offers robust AI-based price optimization technology to help organizations optimize their price margins and employ workflows customized to their business requirements. The platform offers robust and native capabilities, including Bubo.AI enterprise, Bubo.AI dbx, Bubo.AI cbx, price fairness index, AI-powered customer segmentation, discount bands, and actionable customer and pricing insights.

Nomis Solutions provides an easy-to-use unified B2B PO&MA platform for performing price intelligence, portfolio analytics, rate optimization, and planning. Through its comprehensive capabilities, Nomis Solutions helps organizations in predicting price-sensitive demand, customer behavioral approach, and driving profitability.

PriceEdge offers a B2B PO&MA solution that is embedded with a powerful AI engine and predefined machine learning algorithms to optimize prices and price management programs. Users are choosing the PriceEdge platform due to its ability to provide various price management tools, ease of use, formulate pricing strategies, gain insights into price crawling and automatic price matching, and offer an intuitive and user-friendly UI.

Pricemoov's B2B PO&MA continues to deliver a robust technology value proposition through its key differentiators, including streamlined sales agreements, omnichannel pricing optimization, price feedback management, and regional price management.

B2B Price Optimization and Management Application vendors are focusing on improving their technology value proposition by enhancing key functionalities, including price optimization, price management, price setting, customer segmentation, price guidance, margin optimization, and discount/rebate management. Vendors are focusing on supporting seamless integration with CPQ, CRM, and ERP to enhance the end-to-end sales process. Organizations often seek services from CX consultants or utilize vendors' services to develop the right CX strategies. Organizations also face difficulties in finding the right B2B PO&MA tools suitable for their industry-specific and organization-specific use cases due to the availability of multiple tools with varying capabilities.

Key Competitive Factors and Technology Differentiators

Following are the key competitive factors and differentiators for the evaluation of B2B Price Optimization and Management Application (B2B PO&MA) platforms and vendors. While a majority of the B2B PO&MA platforms may provide all the core functionalities, the breadth and depth of functionalities may differ by different vendors' offerings. Driven by increasing competition, vendors are increasingly looking at improving their B2B PO&MA technology capabilities and overall value proposition to remain competitive. Some of the key differentiators include:

The Sophistication of Technology: Users should evaluate the vendors' ability to offer comprehensive capabilities such as real-time pricing, intelligent customer segmentation, margin optimization, and the ability to analyze customer churn rate in the dynamic B2B PO&MA market. The software should have the ability to forecast market conditions and discount patterns to help organizations optimize their promotional campaigns and pricing strategies. AI-based solutions segment the customers into peer groups to predict their perceived value and avoid over discounting during negotiations and margin leakage. The software should be equipped with customizable event calendars to help users plan their promotional efforts strategically. Users should look for software that offer real-time dynamic pricing, enable price setting, as well as price optimization through data-driven insights. Users should be able to define competitive pricing by running numerous what-if scenarios through a simulation engine. This engine should enable users to determine the best pricing strategies and compare the product's price to similar competitor items with lower refresh rates. The software should provide multi-team management, multi-lingual assistance, real-time notifications and alerts, and support various configurations based on business requirements.

Integration and Interoperability: Vendors must provide solutions that are compatible with both internal and external tools, systems, or technologies in order to assist organizations in achieving their desired business outcomes. One of the most important factors in deployment is seamless integration and interoperability across multiple platforms/solutions. The B2B Price Optimization and Management software should have native, pre-built APIs for integrating with CPQ, ERP, CRM, and other systems. The software should allow for quick integration with transparency, centralized data visibility, and trustworthiness. Moreover, vendors may integrate with various advanced analytics solutions to gain comprehensive insights

pertaining to the effectiveness of promotional activities and price variations.

Ease of Use: A primary factor for adopting a B2B PO&MA solution is its ability to enrich the user experience with high usability. Users should evaluate vendors' capabilities in delivering a robust solution having an easy, intuitive, and graphical interface. The solution should empower business users to optimize workflows without requiring coding skills. The solution often provides a simplified dashboard to manage the promotion and pricing aspects. Users should evaluate the solution based on its complexity level. It should enable individuals of various roles to use the solution without any friction. Organizations should also assess vendors' ability to offer an extensive library of pre-built connectors, adapters, and integrations to quickly plug into any system. B2B PO&MA vendors should offer robust software equipped with a simple and intuitive user interface to drive a compelling user experience. With growing complexities in the pricing ecosystem due to growth in complex business processes, the number of competitors, changing market dynamics, deal negotiations, and revenue/margin leakage, organizations should evaluate software that provide comprehensive dashboards to analyze if the revenue goals are met, resolve pricing, as well as other business problems. B2B PO&MA vendors should offer robust software equipped with a simple and intuitive user interface to drive a compelling user experience. With growing complexities in the pricing ecosystem due to growth in complex business processes, number of competitors, changing market dynamics, deal negotiations, revenue/margin leakage, organizations should evaluate software that provide comprehensive dashboard to analyze if the revenue goals are met, resolve pricing as well as other business problems.

Vendors' Strategy and Roadmap: Users must evaluate the vendor's ability to establish a comprehensive technological and strategic roadmap, technical advancements, and market expansion plan before implementing the B2B PO&MA platform. Vendors must have a thorough understanding of market dynamics in order to assess the potential investments of their assets. Users should look for vendors who consider many business horizons and deploy workflows and technologies that are crucial to their long-term success. To improve the overall technology ownership experience, vendors should have a clear strategic aim and action plan in place that can handle current and projected market turmoil as well as ongoing advancements. Users should look for vendors who engage with their customers to learn about their critical needs and requirements so that they can create a comprehensive roadmap that includes things like upgrading existing technology, implementing modern AI/ML-driven technologies, and launching new

products, among other things. Users should think about the vendor's concentration on mergers and acquisitions, collaborations, and research and development of new platform features and capabilities. Users should assess the vendor's capacity to use AI/ML, analytics, transformation, and automation capabilities throughout their company and applications. Users must also realize that vendors have the necessary resources and competence to carry out the strategy provided. Users should also evaluate the vendor's ability to create benchmarks and deadlines for the strategy and roadmap that has been developed.

Maturity of AI/ML Capabilities: The ability of B2B PO&MA solutions to provide complex analytics, reporting, and AI capabilities varies widely between vendors. Many leading B2B PO&MA software vendors have integrated AI, machine learning, and predictive and prescriptive analytics capabilities into their solutions to provide deep-dive analytics/actionable insights and functionalities to help organizations improve stock quantity based on demand variation, understand various promotional factors, existing product categories and attributes, and launch new products. By obtaining real-time visibility into their pricing and product catalogs, the AI/ML-powered platform should enable users to undertake competitor benchmarking and pinpoint possible opportunities. Users should look for software that allow them to simulate/run what-if for various pricing and promotional scenarios to understand its effectiveness in driving profitability. They could also evaluate software that use a variety of machine learning models to provide precise predictions and help them optimize their sales strategy. In addition, the software should have a unified dashboard that provides comprehensive visualization of all earnings, sales, price information, price variations, discounts, and competitor data in real-time. In addition, users should look for software that provides intelligent customer segmentation and price recommendations in dynamic market conditions.

SPARK Matrix™: Strategic Performance Assessment and Ranking

Quadrant Knowledge Solutions' SPARK Matrix provides a snapshot of the market positioning of the key market participants. SPARK Matrix provides a visual representation of market participants and provides strategic insights on how each supplier ranks related to their competitors, concerning various performance parameters based on the category of technology excellence and customer impact. Quadrant's Competitive Landscape Analysis is a useful planning guide for strategic decision makings, such as finding M&A prospects, partnerships, geographical expansion, portfolio expansion, and similar others.

Each market participant is analyzed against several parameters of Technology Excellence and Customer Impact. In each of the parameters (see charts), an index is assigned to each supplier from 1 (lowest) to 10 (highest). These ratings are designated to each market participant based on the research findings. Based on the individual participant ratings, X and Y coordinate values are calculated. These coordinates are finally used to make SPARK Matrix.

Technology Excellence	Weightage	Customer Impact	Weightage
Sophistication of Technology	20%	Product Strategy & Performance	20%
Competitive Differentiation Strategy	20%	Market Presence	20%
Application Diversity	15%	Proven Record	15%
Scalability	15%	Ease of Deployment & Use	15%
Integration & Interoperability	15%	Customer Service Excellence	15%
Vision & Roadmap	15%	Unique Value Proposition	15%

Evaluation Criteria: Technology Excellence

- **The sophistication of Technology:** The ability to provide comprehensive functional capabilities and product features, technology innovations, product/platform architecture, and such others.
- **Competitive Differentiation Strategy:** The ability to differentiate from competitors through functional capabilities and/or innovations and/or GTM strategy, customer value proposition, and such others.

- **Application Diversity:** The ability to demonstrate product deployment for a range of industry verticals and/or multiple use cases.
- **Scalability:** The ability to demonstrate that the solution supports enterprise-grade scalability along with customer case examples.
- **Integration & Interoperability:** The ability to offer product and technology platform that supports integration with multiple best-of-breed technologies, provides prebuilt out-of-the-box integrations, and open API support and services.
- **Vision & Roadmap:** Evaluation of the vendor's product strategy and roadmap with the analysis of key planned enhancements to offer superior products/technology and improve the customer ownership experience.

Evaluation Criteria: Customer Impact

- **Product Strategy & Performance:** Evaluation of multiple aspects of product strategy and performance in terms of product availability, price to performance ratio, excellence in GTM strategy, and other product-specific parameters.
- **Market Presence:** The ability to demonstrate revenue, client base, and market growth along with a presence in various geographical regions and industry verticals.
- **Proven Record:** Evaluation of the existing client base from SMB, mid-market and large enterprise segment, growth rate, and analysis of the customer case studies.
- **Ease of Deployment & Use:** The ability to provide superior deployment experience to clients supporting flexible deployment or demonstrate superior purchase, implementation and usage experience. Additionally, vendors' products are analyzed to offer user-friendly UI and ownership experience.
- **Customer Service Excellence:** The ability to demonstrate vendors capability to provide a range of professional services from consulting,

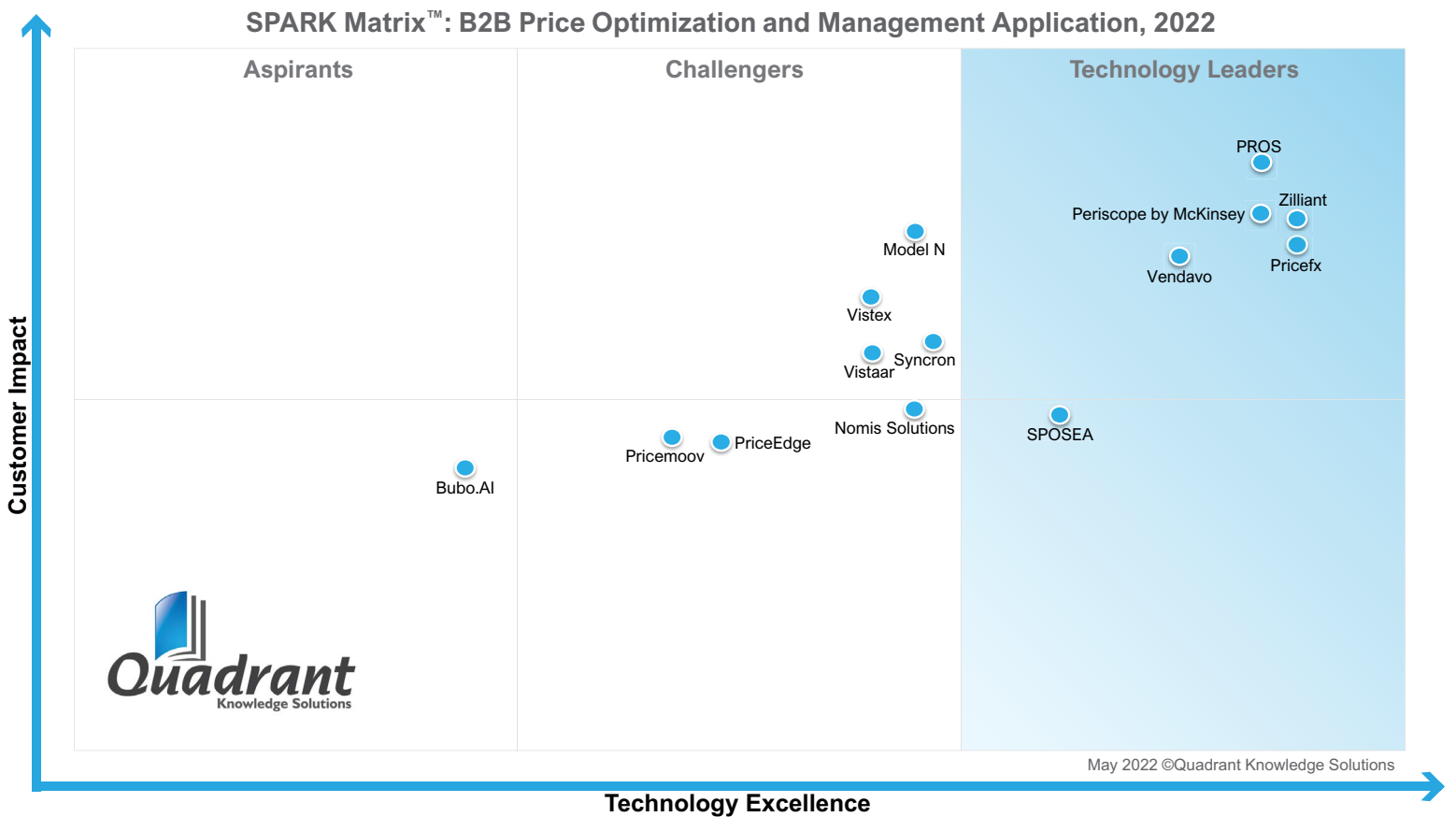
training, and support. Additionally, the company's service partner strategy or system integration capability across geographical regions is also considered.

- **Unique Value Proposition:** The ability to demonstrate unique differentiators driven by ongoing industry trends, industry convergence, technology innovation, and such others.

SPARK Matrix™: B2B Price Optimization and Management Application

Strategic Performance Assessment and Ranking

Figure: 2022 SPARK Matrix™
(Strategic Performance Assessment and Ranking)
B2B Price Optimization and Management Application



Vendor Profiles

Following are the profiles of the leading B2B Price Optimization and Management Application (B2B PO&MA) vendors with a global impact. The following vendor profiles are written based on the information provided by the vendor's executives as part of the research process. The Quadrant research team has also referred to the company's website, whitepapers, blogs, and other sources for writing the profile. A detailed vendor profile and analysis of all the vendors, along with various competitive scenarios, are available as a custom research deliverable to our clients. Users are advised to directly speak to respective vendors for a more comprehensive understanding of their technology capabilities. Users are advised to consult Quadrant Knowledge Solutions before making any purchase decisions regarding B2B PO&MA technology and vendor selection based on research findings included in this research service.

Zilliant

URL : www.zilliant.com

Founded in 1999 and headquartered in Austin, TX. Zilliant is a provider of intelligent end-to-end pricing solutions and sales guidance software. Zilliant offers a wide range of product portfolios consisting of Price Management & Administration, Price Optimization, Deal & Agreement Management, Rebate Management solutions, Real-Time, Market Pricing, eCommerce, and Predictive Sales Analytics, AI & Data Science, and Visual Analytics. The Zilliant pricing platform is a SaaS-based platform that enables customization to meet organizational pricing, sales, and commercial needs of B2B manufacturing, distribution, and services companies. Zilliant's pricing platform offers end-to-end pricing solutions delivering the highest ROI and automating the pricing task across the organization. The Zilliant pricing platform consists of solutions including Price IQ™, Price Manager™, Deal Manager™, and Real-time Pricing Engine™.

The Price IQ solution optimizes price recommendations for each unique selling situation by concurrently accounting for all price-influencing aspects, measuring price elasticity, and rationally aligning prices by business standards. The solution analyzes transaction and order history data and uses constraint-based optimization to set optimized prices. B2B organizations can use a pricing optimization solution to accomplish revenue and profit targets while also satisfying client expectations for a market-competitive price. Price IQ offers an intuitive interface to help organizations seamlessly set goals, effectively perform what-if scenarios to match the corporate goals with pricing strategies, understand how optimal prices are generated, and try out new segmentation features using point-and-click segmentation tweaks.

Price Manager is a tool that enables B2B businesses to create and manage all types of prices and rebates more effectively. It uses a syntax similar to MS Excel for the management and setting of pricing for the list, matrix, negotiation, customer-specific, spot, and override prices, with the flexibility and power of modern software applications. The tool enables B2B businesses to create and manage all types of prices and rebates more effectively.

Deal Manager helps organizations streamline the creation, management, and approval of customers' agreements, contracts, and rebates. It also helps organizations set and manage customer-specific agreement prices, agreement &

customer relationship health indicators, dynamic price guidance, and others. The platform also supports desktop and mobile accessibility. Furthermore, it offers integration with Price IQ and Price Manager to deliver optimized agreement prices. Real-Time Price Engine enables organizations to calculate and deliver prices in real-time to any system with a REST-based API and makes complex API queries in milliseconds. It offers dynamic, real-time pricing across various channels to tackle the organizational problems of overtaxed pricing engines in their respective ERP systems. Real-time price guidance may be given to any ERP, CRM, CPQ, or eCommerce platform and be dynamically changed as the deal conditions change.

Analyst Perspective

Following is the analysis of Zilliant's capabilities in the global B2B Price Optimization and Management Application market:

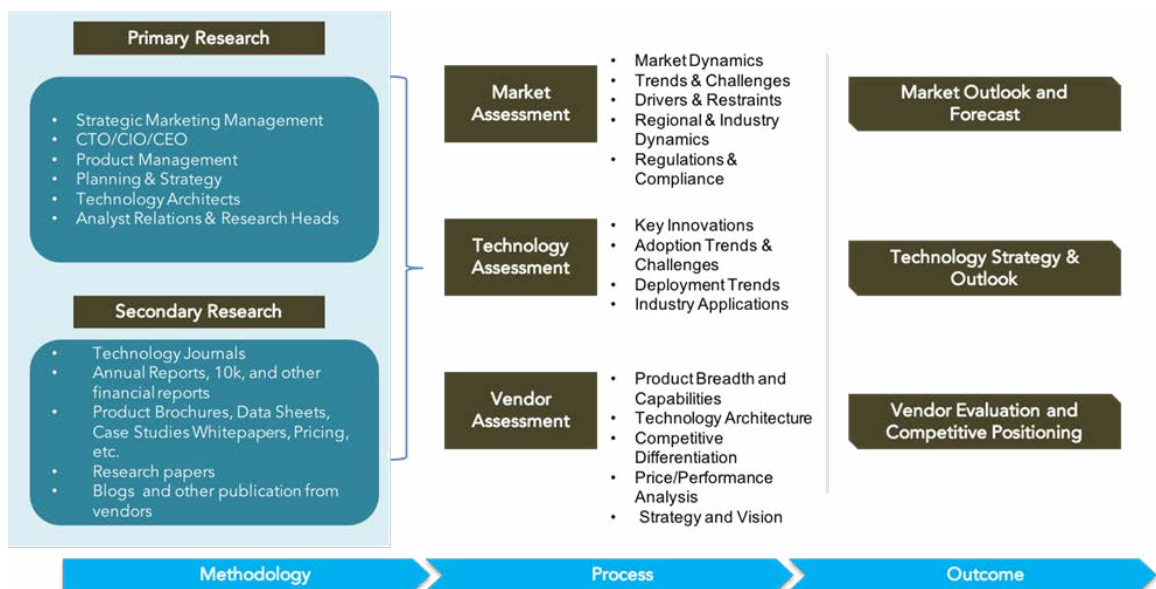
- Zilliant provides organizations with an AI-driven price optimization platform that helps them understand different market scenarios and accordingly devise their pricing strategies. The platform's predictive analytics capability helps organizations to predict the impact of dynamic prices on the market. The platform delivers a robust technology value proposition through its key technology differentiators, including what-if scenarios, sales guidance, and visual analytics.
- Zilliant's AI-driven Pricing Science module empowers organizations by enabling them to implement segment-specific (segment attributes such as geographical regions, customer behavior, and more) pricing strategies. It also provides the ability to measure price elasticity and set profit or revenue-maximizing goals to maximize price for profitable growth. Furthermore, this module facilitates the organization's data science teams to incorporate their data science models into Zilliant solutions and operationalize them alongside other Zilliant models.
- The Zilliant IQ Platform and solutions leverages artificial intelligence and machine learning capabilities to provide prices that are optimized for every selling situation, market-aligned, and priced to win the business while meeting margin or revenue targets. Zilliant offers a wide range of use cases, including end-to-end pricing, managing inflation, and cost pass-through, global country list pricing, predictive

pricing, pricing science, seamless integration, configured product pricing, rebate management, and intelligent automated negotiation.

- From the geographical presence perspective, Zilliant has a presence in Europe and North America. From an industry vertical perspective, the company has a customer base in distribution, manufacturing, and services.
- Zilliant may face competition from other B2B Price Optimization and Management Application vendors having a significant presence beyond North America. However, due to its strong customer value proposition, sophisticated technology platform, cloud-native end-to-end pricing solution, and comprehensive vision and roadmap, Zilliant is well-positioned to maintain and grow its market share with continued success among the large enterprise segments.
- Regarding product strategy and roadmap, Zilliant is committed to provide the next generation end-to-end pricing solutions with enhancements in areas including price science, price optimization, and user interface. The company also plans to offer out-of-the-box, quick-to-implement core pricing features.

Research Methodologies

[Quadrant Knowledge Solutions](#) uses a comprehensive approach to conduct global market outlook research for various technologies. Quadrant’s research approach provides our analysts with the most effective framework to identify market and technology trends and helps in formulating meaningful growth strategies for our clients. All the sections of our research report are prepared with a considerable amount of time and thought process before moving on to the next step. Following is the brief description of the major sections of our research methodologies.



Secondary Research

Following are the major sources of information for conducting secondary research:

Quadrant’s Internal Database

Quadrant Knowledge Solutions maintains a proprietary database in several technology marketplaces. This database provides our analyst with an adequate foundation to kick-start the research project. This database includes information from the following sources:

- Annual reports and other financial reports
- Industry participant lists
- Published secondary data on companies and their products

- Database of market sizes and forecast data for different market segments
- Major market and technology trends

Literature Research

Quadrant Knowledge Solutions leverages on several magazine subscriptions and other publications that cover a wide range of subjects related to technology research. We also use the extensive library of directories and Journals on various technology domains. Our analysts use blog posts, whitepapers, case studies, and other literature published by major technology vendors, online experts, and industry news publications.

Inputs from Industry Participants

Quadrant analysts collect relevant documents such as whitepaper, brochures, case studies, price lists, datasheet, and other reports from all major industry participants.

Primary Research

Quadrant analysts use a two-step process for conducting primary research that helps us in capturing meaningful and most accurate market information. Below is the two-step process of our primary research:

Market Estimation: Based on the top-down and bottom-up approach, our analyst analyses all industry participants to estimate their business in the technology market for various market segments. We also seek information and verification of client business performance as part of our primary research interviews or through a detailed market questionnaire. The Quadrant research team conducts a detailed analysis of the comments and inputs provided by the industry participants.

Client Interview: Quadrant analyst team conducts a detailed telephonic interview of all major industry participants to get their perspectives of the current and future market dynamics. Our analyst also gets their first-hand experience with the vendor's product demo to understand their technology capabilities, user experience, product features, and other aspects. Based on the requirements, Quadrant analysts interview with more than one person from each of the market participants to verify the accuracy of the information provided. We typically engage

with client personnel in one of the following functions:

- Strategic Marketing Management
- Product Management
- Product Planning
- Planning & Strategy

Feedback from Channel Partners and End Users

Quadrant research team researches with various sales channel partners, including distributors, system integrators, and consultants to understand the detailed perspective of the market. Our analysts also get feedback from end-users from multiple industries and geographical regions to understand key issues, technology trends, and supplier capabilities in the technology market.

Data Analysis: Market Forecast & Competition Analysis

Quadrant's analysts' team gathers all the necessary information from secondary research and primary research to a computer database. These databases are then analyzed, verified, and cross-tabulated in numerous ways to get the right picture of the overall market and its segments. After analyzing all the market data, industry trends, market trends, technology trends, and key issues, we prepare preliminary market forecasts. This preliminary market forecast is tested against several market scenarios, economic scenario, industry trends, and economic dynamics. Finally, the analyst team arrives at the most accurate forecast scenario for the overall market and its segments.

In addition to market forecasts, our team conducts a detailed review of industry participants to prepare competitive landscape and market positioning analysis for the overall market as well as for various market segments.

SPARK Matrix: Strategic Performance Assessment and Ranking

Quadrant Knowledge Solutions' SPARK Matrix provides a snapshot of the market positioning of the key market participants. SPARK Matrix representation provides a visual representation of market participants and provides strategic insights on how each supplier ranks in comparison to their competitors, concerning various performance parameters based on the category of technology excellence and customer impact.

Final Report Preparation

After finalization of market analysis and forecasts, our analyst prepares necessary graphs, charts, and table to get further insights and preparation of the final research report. Our final research report includes information including market forecast; competitive analysis; major market & technology trends; market drivers; vendor profiles, and such others.

Client Support

For information on hard-copy or electronic reprints, please contact Client Support at rmehar@quadrant-solutions.com | www.quadrant-solutions.com