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CASE STUDY



building pricing control at life sciences scale

growth exposed the limits of fragmented pricing

One of the world's largest life sciences companies had spent years developing its internal pricing expertise. But two major acquisitions changed the scale of the challenge. Its pricing team tripled, while transaction volume increased more than 15 times.

The company used an internal data platform to support complex pricing processes, but its existing pricing software could not deliver the performance or intelligence required across its vast customer and product portfolio.

With more than 600,000 SKUs, nearly 60 price lists, and pricing responsibilities shared across product management, sales, and pricing teams, the company needed more than another standalone tool. It needed a scalable pricing environment that could harmonize processes, simplify execution, and bring trusted intelligence to decision-makers.

After evaluating continued internal development and the limitations of its incumbent software, the company began searching for a strategic pricing partner capable of supporting its transformation.

 **600K+ SKUs**
in the pricing portfolio

 **Nearly 60**
price lists managed daily

 **700** simultaneous
users required

 **15x** increase in transaction
volume after acquisitions

proving performance at scale

Changing pricing technology required a rigorous evaluation. A new partner would need to maintain performance while as many as 700 users executed price changes simultaneously within a limited time window.

Zilliant was selected to conduct a proof of concept designed to test the company's technical requirements and transformation priorities. The proposed solution combined **Zilliant Price IQ®** and **Zilliant Price Manager™** to bring explainable pricing intelligence

and governed execution into one scalable environment.

The proof of concept demonstrated Zilliant's ability to support the company's scale and performance requirements. Just as important, the Zilliant team worked closely with the company to understand its operating needs, translate them into the software, and continually refine the environment throughout the evaluation.

“We have a lot of data available but to explore it better we have to bring it all together to bring the right insights to support pricing intelligence. An end-to-end best-in-class price optimization and management solution is required.”

— Senior Pricing Project Manager,
Life Sciences Company

from proof of concept to pricing roadmap

Following the successful proof of concept, the company selected Zilliant and began building a harmonized pricing environment and long-term transformation roadmap.

The solution was designed to bring greater control and consistency to price-list setting

and management while supporting the scale of the company's global portfolio. Price IQ added explainable pricing intelligence, while Price Manager established a governed foundation for coordinating pricing across products, business divisions, and commercial teams.

transformation goals

- ➔ More efficient price-list setting and management
- ➔ Scalable pricing across more than 600,000 SKUs
- ➔ Stronger user adoption through improved performance
- ➔ Trusted intelligence available at the point of decision
- ➔ A more agile and coordinated pricing culture

four principles for long-term adoption

Governed Technology

Embed trusted pricing guidance into the workflows where decisions are made, helping teams use existing capabilities more consistently and confidently.

Strategic Partnership

Work closely with Zilliant Customer Success and Support to identify blind spots, address changing requirements, and continually strengthen the pricing roadmap.

Skills Expansion

Use the implementation to deepen internal knowledge of pricing science and equip the company's data scientists to create greater value from its pricing data.

Knowledge Sharing

Connect with other Zilliant customers to exchange ideas, learn from shared challenges, and contribute to continued product innovation.

Zilliant helps B2B enterprises execute pricing consistently, confidently, and at scale. We bring control, visibility, and explainable AI to pricing decisions across the business so companies can move faster, respond to change, and drive profitable growth. Learn how to make pricing your power at [zilliant.com](https://www.zilliant.com).



“Because of the huge size of the portfolio, in order to proactively manage the prices that we have or react to market events, we need to be agile and have a performant system like Zilliant.”

— Head of List Price Analytics & Tools, Life Sciences Company