

zilliant

CASE STUDY



from 10 million manual discount entries to pricing control at scale

A case study presented by
a senior pricing leader at an
electrical products distributor.

when manual discounting could no longer scale

A large electrical products distributor was embarking on a long-term strategic digital transformation, replacing legacy ERP-driven processes with modern, intelligent services. As the company expanded its digital business, modernizing pricing became a critical part of that transformation.

Serving more than 20,000 customers, the distributor relied on spreadsheets and its ERP to set, update, and negotiate discounts. As the business grew, that manual process became increasingly difficult to manage.

But the challenge went beyond manual work. Pricing decisions were happening faster than the organization could govern them. Sales managers made final discount decisions without real-time KPI analysis or clear guardrails, leaving the corporate pricing desk with limited visibility and control. The result was inconsistent discounting and too many products sold below the margin floor.

The company's go-to-market strategy had outgrown the spreadsheets and ERP-based processes used to manage pricing. With more than 70% of revenue coming through eCommerce, price changes needed to move faster to keep pace with changing costs and competitive conditions, while remaining consistent and aligned with profitability goals.

⚠️ **20K customers;**
10 million manual
discount entries

💻 **70%** of revenue comes
through the web shop

✅ Sales managers own
final discount decisions

❌ Discounting lacked
KPI analysis

To support its broader digital transformation, the distributor needed a modern price management system that could deliver real-time impact analysis, intelligent discount guidance, and consistent pricing across channels. Bringing pricing into a governed, scalable workflow would allow teams to move faster without sacrificing margin visibility or control.

web pricing strategy

On its public eCommerce site, list prices are displayed for users who are not logged in. Logged-in customers receive personalized pricing that reflects customer-specific agreements and includes quoting and order functionality.

However, both public and customer-specific prices had to be pulled from the ERP, hampering the company's ability to provide instantaneous updates when costs or competitive triggers necessitated a price move.

legacy discount process

Sales managers received requests from field reps for better discounts but lacked the visibility to understand the potential margin impact. They had no reliable way to answer:

- ➔ How much of a discount is acceptable?
- ➔ How have we priced similar customers?
- ➔ How will the discount affect our KPIs?

The process was also highly manual. Over time, sales managers entered 10 million discounts into the ERP manually.

operationalizing AI-derived prices

The distributor also needed to operationalize optimized prices generated by its parent company's in-house AI model. Spreadsheets had proven inadequate for moving guidance from the model into the ERP and everyday pricing workflows, making it difficult to embed optimized prices in day-to-day pricing and discounting decisions.

After a thorough evaluation, the company selected **Zilliant Price Manager™** to support a governed pricing process and reduce its dependence on ERP-driven workflows.

pricing goals

- ➔ Better incorporate AI-derived prices into web and field sales channels
- ➔ Free the discount process from manual ERP-dependent tasks



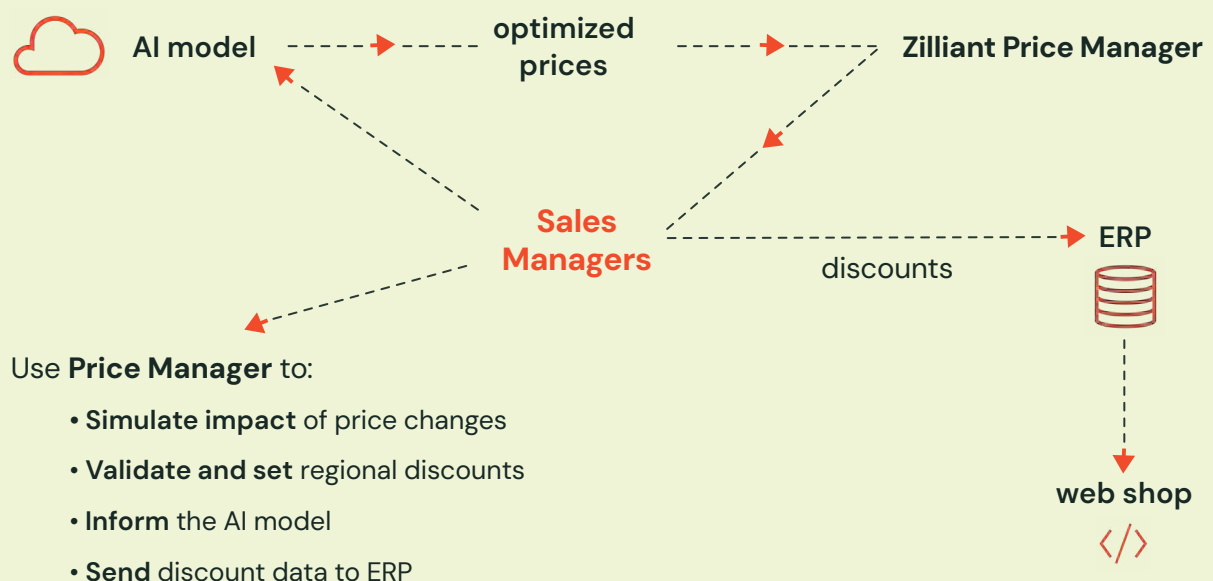
why Zilliant Price Manager?

Zilliant was selected to lead this critical initiative based on its proven price and discount management capabilities and experience helping similar companies modernize pricing beyond ERP-dependent processes.

Price Manager became the distributor's central system for governed price and discount workflows. It ingests AI-derived prices and gives sales managers the analytics and simulation capabilities to understand impact before execution, replacing spreadsheet handoffs with visible, consistent pricing logic.

- ✓ **Proven** pricing and discount management
- ✓ **Advanced** analytics and simulation
- ✓ **High-performing** APIs
- ✓ **Experience** integrating with ERP environments
- ✓ **Reduced** manual processes
- ✓ **Dedicated** Customer Success support
- ✓ **Industry** expertise

streamlining discount management



digital transformation requires change management

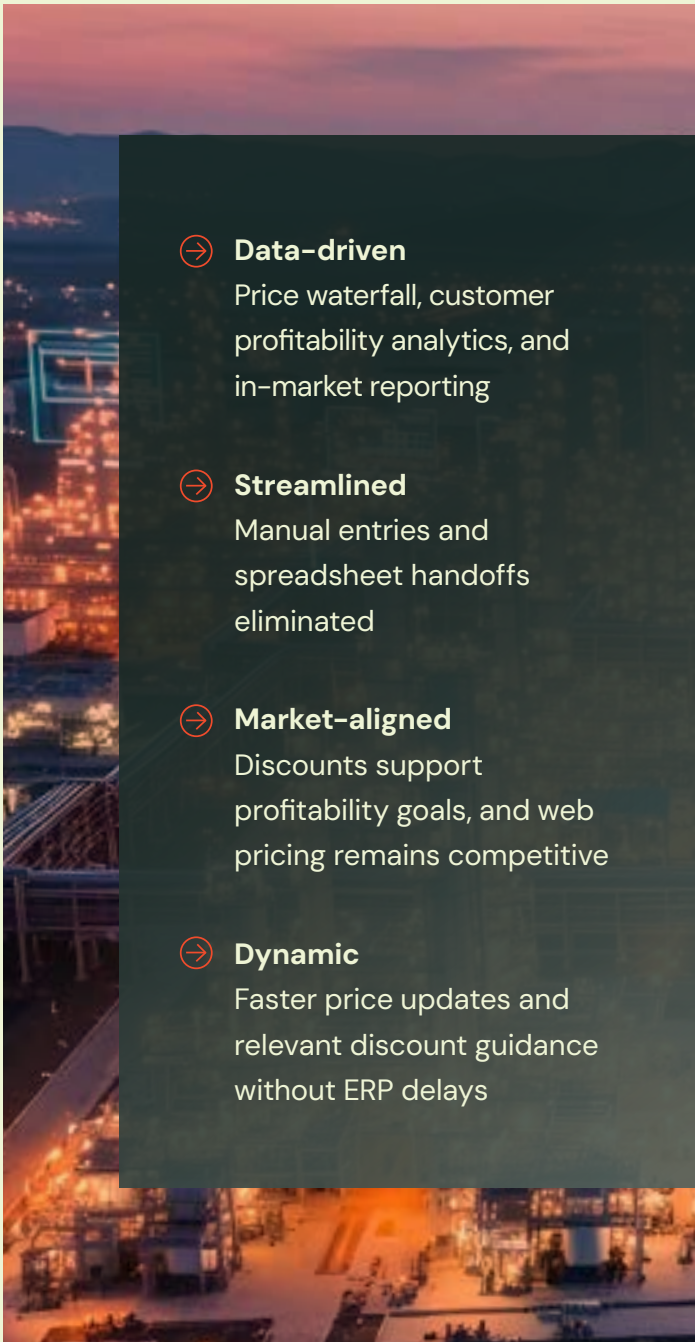
Digital transformation requires more than technology. Rigorous change management is needed to align people and processes around a new way of working.

The senior pricing leader worked closely with Zilliant Customer Success to make the transition as smooth and collaborative as possible.

The project leader traveled to each branch, beginning with German-speaking locations and then French-speaking locations, to give sales managers hands-on experience and opportunities to ask specific questions.

As each branch adopted the new process, use of Price Manager grew. Planned follow-up visits would reinforce the new workflow, address needed adjustments, and introduce additional innovations.

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).

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- ➔ **Data-driven**
Price waterfall, customer profitability analytics, and in-market reporting
 - ➔ **Streamlined**
Manual entries and spreadsheet handoffs eliminated
 - ➔ **Market-aligned**
Discounts support profitability goals, and web pricing remains competitive
 - ➔ **Dynamic**
Faster price updates and relevant discount guidance without ERP delays