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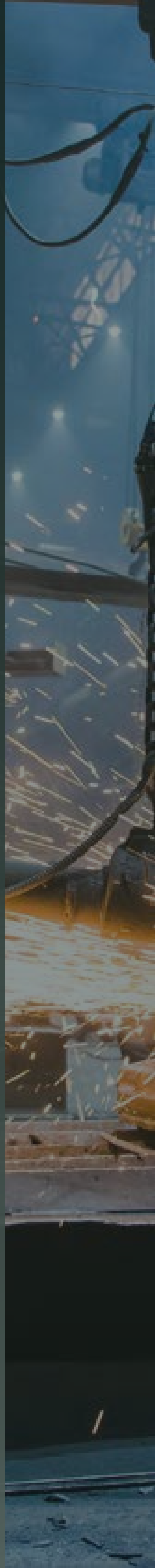
CASE STUDY

from chaos to confidence

how controlled pricing execution turned volatility into a competitive advantage



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volatility-driven industry challenges

Volatility is not the only threat to margin. Fragmented pricing execution is.

For building products manufacturers, ongoing cost volatility puts constant pressure on profitability. Over the past five years, steel prices have swung by more than 100 percent multiple times, while lumber prices have risen and fallen by as much as 300 percent within a single year. Rising labor, freight, and regulatory costs add further pressure, while trade policies, geopolitical shifts, and interest rate changes can alter supply and demand overnight.

But volatility itself is only part of the risk. When pricing decisions remain fragmented across spreadsheets, systems, and teams, organizations struggle to respond with speed and consistency. Margin then erodes across thousands of small, disconnected decisions.

To compete in this environment, manufacturers need the intelligence to understand impact, the control to execute consistently, and the agility to respond without slowing the business.

One leading building products manufacturer serving the commercial construction industry faced exactly this challenge. With 90 percent of its raw material costs tied to steel, years of unpredictable swings created intense margin pressure. By bringing greater intelligence, consistency, and control to pricing with Zilliant, the company turned volatility into a competitive advantage.

a new approach to pricing

To overcome these challenges, the manufacturer turned to Zilliant to modernize its pricing approach. The company implemented **Zilliant Price IQ®**, using explainable AI, elasticity models, and scenario analysis to determine optimal prices, anticipate market response, and guide sales decisions with transparent insights.

This approach replaced manual, cost-plus methods with data-backed precision. Price IQ gave teams visibility into how pricing decisions could affect demand and profitability, equipping sellers with trusted guidance they could execute with confidence and consistency.

As steel prices moved from record highs to steep declines, the manufacturer used this guidance to balance competitiveness with margin protection.

Historically, its prices had tracked material costs directly. With Price IQ, the company broke that pattern, achieving stronger margins during periods of stability and recovering faster when volatility returned.

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from pricing intelligence to controlled execution

To keep pace with constant market movement, the manufacturer built a governed pricing process around **Zilliant Price Manager™**, creating a centralized system for managing pricing across brands and channels. Price Manager enables pricing teams to adjust price lists, run scenario tests, and publish updates across ERP and CRM systems based on cost changes, regional factors, and business rules.

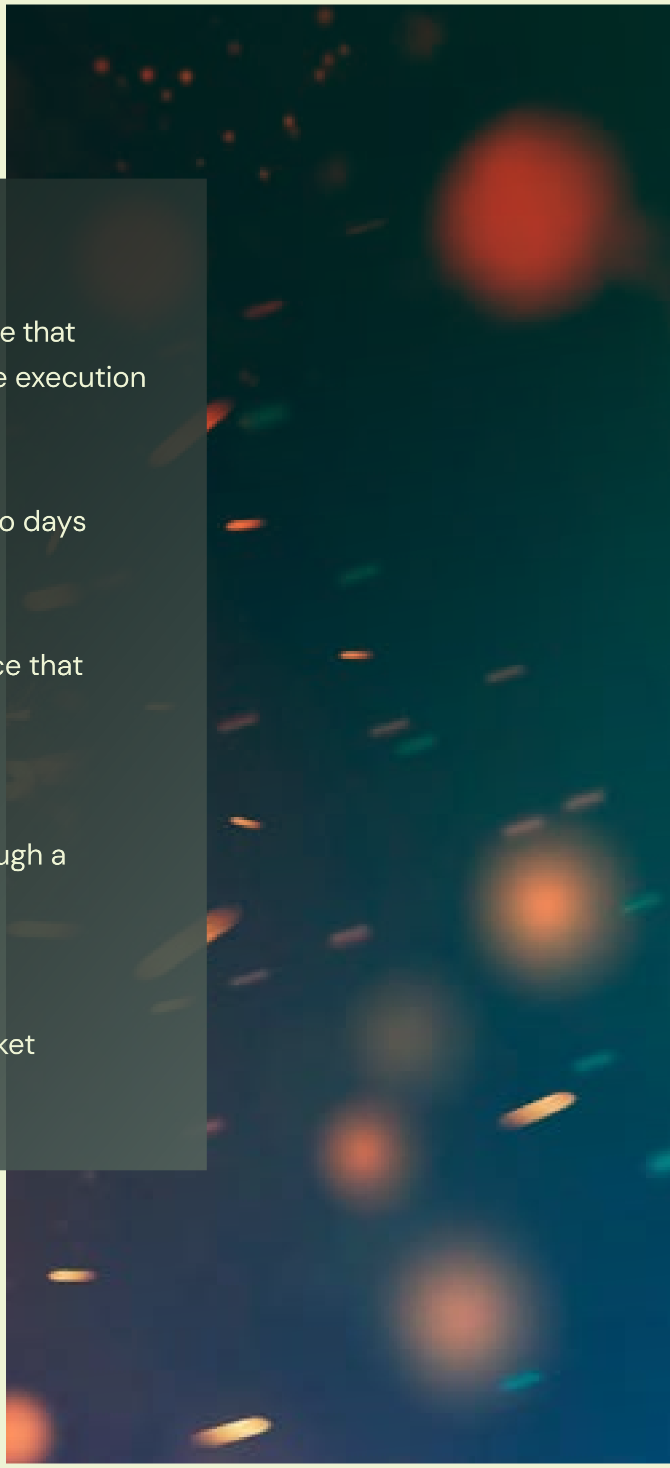
This streamlined workflow eliminated fragmented spreadsheets and slow manual updates. The company reduced pricing cycle times from weeks to days, minimized errors, and ensured each change remained aligned with financial goals.

By connecting Price Manager with Price IQ, the manufacturer continuously refines its strategy, using AI and advanced analytics to inform planning, execute with speed, and validate outcomes through real-time feedback.

Together, Price IQ and Price Manager connect strategy, execution, market feedback, and analysis in a continuous improvement cycle. The result is controlled pricing execution that becomes smarter and more responsive over time.

the Zilliant impact

By embedding Zilliant solutions into daily operations, the manufacturer achieved measurable improvements in performance:



- **Greater margin resilience**
  Supported by predictive pricing intelligence that simulates the impact of price moves before execution
- **Faster price deployment**
  Reducing pricing cycle times from weeks to days
- **Higher price adoption**
  Driven by transparent, explainable guidance that earns seller trust
- **Stronger collaboration**
  Aligning pricing, sales, and leadership through a shared, data-driven process
- **Reduced pricing errors**
  While improving agility in response to market and cost changes

Pricing decisions that were once reactive are now strategic, guided by trusted analytics and controlled execution. Teams spend less time on manual updates and more time making high-value decisions that protect margin and support profitable growth.

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thriving in a volatile market

The discipline and transparency of the Zilliant-enabled pricing process gave sales teams confidence to bring recommended prices to market and win profitable business. The company's ability to act quickly on trusted insights allows it to maintain margin stability, strengthen customer relationships, and capitalize on opportunities even in unpredictable markets.

By combining Price IQ with Price Manager, the manufacturer built a governed, closed-loop pricing process designed for constant change. Explainable AI and advanced analytics help leadership understand impact, execute decisively, and protect profitability across market conditions.

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**.