



Consumer Goods Price Management

Stratinis offers a strong international software solution for consumer goods companies. This fact sheet describes some of the advantages of choosing Stratinis Pricing Suite for managing your local and international pricing.

Full Pricing Suite: Combining price analysis with price strategy, price optimisation and price implementation, all in one single software solution.

International Pricing Capabilities: Stratinis Pricing Suite automatically manages price structures with different levels of complexity and currencies across borders.

Full Price Waterfall: Analysing complete price waterfalls from final consumer price to costs. Trade and promotional spend can be managed in detail, setting counter performances, measuring promotional ROI and benchmarking against other business units.

International Key Account Management: Enables key account teams to work in a coordinated way with international key accounts, both in terms of pricing and rebates but also promotions and other business topics.

Centralised Buying Focus: Supports the process where international retailers and buying groups act as global or regional buying units while many suppliers still are decentralised.

Currency and Exchange Rate Management: Price information in different currencies is handled easily in Stratinis Pricing Suite. Price analysis and price optimisation can happen across different currencies and

the impact of exchange rate movements can be simulated.

Managing Parallel Trade Risks: International pricing risks from price differences across borders are included with out-of-the-box analyses.

New Product Pricing: The solution offers several modules for new product pricing, from a rules-based engine to profit & loss analysis and several statistical methods for assessing price elasticity.

Price Floors and Price Ceilings: Manage corporate price policies for both price levels and rebates.

User-friendly, Web-based Software: User feedback has continuously stressed the benefits of our user-friendly, easy to understand and intuitive software.

Data Exchange: Stratinis Pricing Suite can exchange data with most ERP, CRM and Business Intelligence systems as well as with Excel, web services and flat files. Also, data can easily be inputted manually.

Easy to Maintain: Most administrative tasks can be done by in-house people in a user-friendly web-based administration module.

Consumer Goods Experience: Stratinis was founded by a former director of a large French Consumer Goods company in charge of pricing. Stratinis' customers include a number of large international consumer goods manufacturers.