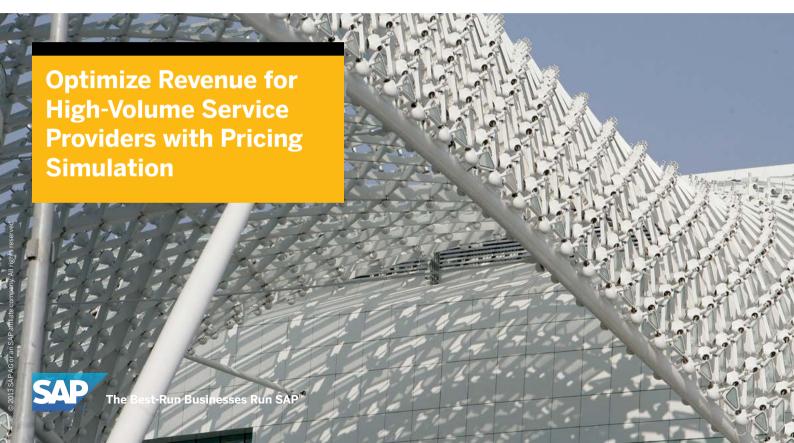
SAP Solution Brief
SAP Billing and Revenue Innovation
Management
SAP Convergent Pricing Simulation

Objectives

Solution

Benefits

Quick Facts



Objectives	Solution	Benefits	Quick Facts

Tailor pricing strategies to the customer

For high-volume service providers, adapting quickly to changing business conditions is essential to staying ahead of the competition. Delivering exceptional service is not enough; providers must also tailor prices to meet customers' specific needs. The SAP® Convergent Pricing Simulation application helps service providers transform pricing into a strategic weapon.

To win market share, maintain customer satisfaction, and grow the business, you need to focus on the customer more than ever before. You must deliver services through multiple channels, create targeted offers, and communicate in a personalized way with each customer. To meet the needs of today's empowered customer, you also must replace traditional, one-size-fits-all pricing strategies with a customer-centric approach that tailors pricing to each customer.

Yet meeting the unique service, channel, and budget requirements of huge numbers of diverse customers requires new insight – and the ability to rapidly adjust your strategies as the market changes. You need pricing tools that not only handle huge volumes of data but also help you process and analyze information quickly, so you can make optimal pricing decisions.

SAP Convergent Pricing Simulation, powered by the SAP HANA® platform, helps you simulate and optimize pricing strategies so you can turn pricing into a competitive advantage.



Tailor pricing strategies to

the customer

Simulate pricing strategies based on historical data

Simulate pricing strategies based on historical data

Extend pricing optimization tools to business users

Run simulations in memory for lightning-fast performance

Most service providers set pricing using a combination of instinct and trial and error. However, this unscientific method is ineffective for creating the structured, targeted pricing strategies you need to compete in today's market.

SAP Convergent Pricing Simulation helps pricing and marketing organizations design, configure, and test pricing strategies for any service. You can simulate different pricing strategies based on historical customer data, identify behavioral patterns, and define accurate pricing strategies for each customer segment.

Using the flexible pricing features of the SAP Convergent Charging application with the in-memory computing features of the SAP HANA database, SAP Convergent Pricing Simulation helps you run pricing simulations for different customers in near-real time. Unlike solutions that require you to segment customer data before analyzing it – which slows performance and reduces accuracy – the SAP application handles data segmentation within the database. As a result, you get best-in-class performance and rapid analytical insight.

Why base your pricing strategy on yesterday's technology? SAP software offers the power of in-memory computing for faster, more accurate simulations





Extend pricing optimization tools to business users

Many pricing simulation tools are designed to be managed by IT and used by data scientists. Thanks to an intuitive user interface, the SAP software can be used by business users in the marketing organization as well as pricing managers. The powerful, intuitive graphical user interface helps users configure innovative pricing and bundling packages for any kind of service. Users can compare and contrast the results of pricing simulations to identify the most effective strategy for any situation.

For pricing simulations, the application leverages pricing rules configured in SAP Convergent Charging, a proven cross-industry pricing and charging engine. This engine gives users the power to test the effects of pricing changes using historical data.

By quickly designing and testing different pricing packages and getting results from the simulations, users can eliminate the guesswork traditionally associated with pricing – and reduce the associated risk and costs. Once the price plans are designed, you can package and deploy them to your production systems with minimum effort.



Some of the world's most innovative service providers use SAP software to monetize millions of service events each day. Shouldn't you be one?

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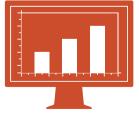
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SAP Convergent Pricing Simulation uses the power of SAP HANA, the proven platform for real-time management of Big Data. SAP HANA combines database, data processing, and application platform features within in-memory appliance software. The platform virtually eliminates the data redundancy and latency issues that typically occur with traditional relational databases. SAP HANA also supports Big Data management features, including predictive analytics, data virtualization, and real-time data segmentation.

With these features, the simulation software helps you collect and store massive amounts of valuable data about customer buying patterns, key performance indicators, services, and prices. Because the data is stored in memory, you can use the software to execute pricing simulations on actual business data and analyze results quickly. Users get rapid insight into customer activity that helps them design productive, optimized, and profitable pricing strategies speedily.

See the effect of pricing on purchasing patterns in near-real time. The power of SAP HANA makes it possible.





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Turn innovative pricing into your competitive edge

Turn innovative pricing into your competitive edge

SAP Convergent Pricing Simulation helps you create and use innovative pricing strategies to gain a competitive advantage and expand your market share. With this software, you can optimize pricing and packaging strategies for specific customer segments. For the first time, you can use pricing as a strategic weapon to best a field of challenging competitors by addressing customer buying trends, seasonal promotions, and new product campaigns.



Make your pricing strategies work for you. Take the first step with SAP Convergent Pricing Simulation. The application helps you realize the following benefits:

- Accelerated time to profitability by using customer data to create and implement optimal pricing strategies for each customer segment
- Increased average revenue per customer by using data on historical buying trends to create customer-centric pricing strategies
- Reduced costs and risks associated with launching new pricing strategies, by relying on current data to make realistic, informed decisions
- Faster time to insight by leveraging the power of in-memory computing to analyze and execute simulations with best-in-class performance and accuracy





Summary

The SAP® Convergent Pricing Simulation application helps high-volume service providers make the most of revenue opportunities. Using historical customer data, you can process and analyze information quickly, design and test new pricing strategies, and optimize pricing packages. Powerful in-memory computing from the SAP HANA® platform and a proven convergent charging engine offer best-in-class technologies that help you turn pricing into a competitive advantage.

Objectives

- Use historical customer data to make smart pricing decisions
- Provide marketing users and pricing managers with intuitive pricing tools
- Reduce the risk and costs of developing pricing strategies

Solution

- Powerful design, configuration, and testing features to price and package any service
- Intuitive user interface that helps business users gain rapid insight
- In-memory processing of huge data volumes

Benefits

- Quicker time to profitability using customer data to create optimal pricing strategies
- Higher average revenue per customer through customer-centric pricing
- Lower costs and risks thanks to historic data that supports realistic decisions
- Faster time to insight, using the power of in-memory computing

Learn more

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