

SYNCRON maximizes global supply chain performance, easily. Our groundbreaking IT solution, leveraging existing IT infrastructure, is rapidly implemented. Within six to twelve months, it yields performance improvements of 20–30% in three major areas: customer service levels, supply chain process efficiencies and stock level reductions. Synchron has offices around the world. To stay ahead, many world-leading global companies have chosen Synchron: Alfa Laval, Atlas Copco, Electrolux, Metso, Renault Trucks, Sandvik, Smiths Aerospace, Tetra Pak, Toyota, Trelleborg, Volvo and VW.

Global Price Management

Price your products right to maximize profit

Setting the right price is a fast and effective way to increase profit. Global Price Management from Synchron enables you to set the right price and to synchronize pricing worldwide.

The challenge

With increasing globalization and competition, your ability as a global company to quickly adjust prices is crucial to stay competitive. However, the right price on the right product and market at the right time still represents a major challenge for many large corporations. The price data is often managed and controlled in many different organizational units and systems. In such a fragmented environment, it is inevitable that delays and errors occur when relying on outdated or manual processes. This results in an incomplete and inaccurate pricing structure with few possibilities to optimize price margins. As

the product range grows, the challenge will turn into a real problem.

The solution

Global Price Management from Synchron will support the different steps in the pricing process from information gathering to evaluation and adjustment of prices. It will help you to efficiently analyse and maintain pricing and quickly synchronize new prices across your organization. You will be able to react quickly on turns in the market and changes in demand and supply. Prices will always be accurate and consistent across all your customer touch points.

The results

With Synchron's Global Price Management solution you will be able to capture untapped profit potential by reacting quickly on incorrect pricing and turns in the market. It will also help you to cut costs through a significant reduction of the efforts required to maintain prices. Therefore, it is likely to generate an im-

pressive return on investment. Global Price Management from Synchron will enable you to:

- Get one system to support one global pricing process.
- Get in control of pricing policies globally, and thereby let you react quicker to changes in the market.
- Automate distribution of price information to internal and external parties.
- Get a global view of prices and trends by product group, which will make it easy to analyse and maintain pricing.
- Synchronize prices across organizations and systems, in real-time.
- Define different pricing strategies for different product groups.
- Get a global view of customer net prices and provide real-time net price request services.
- Manage special and one-off pricing.
- Compare competitor price.
- Manage price complaints.
- Get a rich set of different pricing models.