

# Is your business ready for a unified pricing structure that enables profit growth?



## The Challenge

A packaging machinery manufacturer faced significant data complexity, including millions of invoice lines and numerous auxiliary files. Their pricing was highly decentralized, with over 20 divisions managed by different GMs, each employing inconsistent pricing structures and processes. The predominant use of cost-plus pricing methods constrained pricing effectiveness. There was also a belief that the unique nature of each division made a unified pricing structure unattainable, coupled with limited capability to measure performance across divisions.

## The Solution

INSIGHT centralized and mapped data across all systems and divisions, integrating invoice data, customer and product prices, and discount information. We refined customer segmentation and product positioning by identifying key value drivers for each division. Using these insights, we developed value-based price targets and a customizable pricing model adaptable across divisions. Price recommendations were seamlessly **integrated with the client's existing ERP systems for easy access and implementation.**

## THE RESULTS

**\$20M+**

*EBITDA impact*



*Developed customizable pricing model*



*Identified unique value drivers for each division*

*Building a strong pricing muscle alongside driving cultural change dramatically improved pricing effectiveness across a multi-year partnership.*

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