

# Oracle Business Intelligence Oracle Price Analytics



Every day, critical pricing decisions are made that affect the ultimate profitability of an enterprise. Often, analysts and managers are forced to determine prices and discounts with limited information— guessing at what price the customer will pay or using the most recent customer price as the basis for the next price. Oracle Price Analytics enables users to make insight-driven pricing decisions, measure pricing effectiveness, and then make adjustments or corrections using consistent data within the right business context. Users are armed with simple—but sophisticated—analytic tools and alerts as well as a single, consolidated view of profitability. Oracle Price Analytics is one of Oracle's price management applications that offer organizations an end-to-end solution for analyzing, planning, publishing, executing, and negotiating price.

## KEY FEATURES

### FOR BUSINESS USERS

- Access a single consolidated view of profitability across siloed pricing processes and systems
- Look for outliers in customer and product profitability to plug revenue and margin leaks
- Identify the true realized price and margin with full, transaction-level price waterfall analysis
- Reduce time-to-action through proactive intelligence across price profile, segment, product line, channel, geography, and time



Figure 1. Oracle Price Analytics provides rich performance data that drives better pricing decisions and, in turn, improves an organization's profitability.

## KEY FEATURES

### FOR INFORMATION TECHNOLOGY

- Lower total cost of ownership (TCO) and accelerate deployment of a pricing data warehouse through flexible packaged application
- Reduce risk and complexity of integration with prebuilt adapters to Siebel CRM
- Adapt to changing external and internal needs with a powerful BI platform that leverages existing investments
- Reduce the burden on IT resources with comprehensive user self-service capabilities

## Understand Customer and Product Line Profitability

Oracle Price Analytics provides organizations with valuable insight into product demand, customer price sensitivity, and overall pricing effectiveness. The application allows organizations to analyze and understand important information on product velocity, the impact of discounting on margins, price promotion effectiveness, and product profitability across channels.

Performance analysis offers fact-based insight into product, customer, and overall business unit profitability. Drill-through capabilities provide access to detailed transactional information that can be used to support or refute strategic assumptions. Leader-laggard charts and price waterfall analyses compare customer and product performance versus forecasts, current or prior customer commitments, and previous time periods. In addition, users can personalize the dashboards to track numerous metrics and key performance indicators (KPIs) across a range of dimensions.

Sophisticated variability and trend analyses provide deeper insights into business profitability.

## Identify Pricing Improvement Opportunities

Empowered with detailed information on customer and product line profitability, pricing and sales professionals can use Oracle Price Analytics to focus on tangible pricing improvement opportunities. Users are quickly able to understand price drivers by considering the bottom-line impact of all discounts, services, incentives, rebates, and marketing programs.

Underperforming segments or critical areas of revenue leakage can be identified and immediately targeted for profitability enhancement. These insights can be used to fine-tune channel emphasis, focus promotional and sales efforts around the most profitable products, and plan surgical or strategic price adjustments

## Monitor and Optimize Performance

Once improvement initiatives have been implemented, Oracle Price Analytics allows firms to measure the effectiveness and returns of given price profiles and price segments. Customer compliance is monitored closely in order to compare agreement commitments with actual purchase history. Companies can use Oracle Price Analytics to close the loop—that is, continuously analyze and refine pricing programs to maximize margins and profits.

Oracle Price Analytics enables organizations to deliver information effectively to key decision-makers, enabling them to make more informed business decisions. Executives and managers no longer need to wait for system experts to download data into spreadsheets and then reprocess and reformat data. Instead, pricing personnel can use powerful BI capabilities to analyze operational and transactional data and generate up-to-the-minute reports when needed.

## Identify Potential Problems and Determine Price Segments with Proactive and Predictive Intelligence

With Oracle Price Analytics, managers can dynamically detect potential business problems and opportunities. Proactive, event-based alerts can be set to notify users of

## ORACLE BI APPLICATIONS

Oracle Business Intelligence Applications provide complete, real-time, and enterprise wide insight for all users, enabling fact-based actions and intelligent interaction. Designed for rapid deployment at a low cost of ownership, Oracle Business Intelligence Applications are prebuilt solutions that start with the customer, embrace any existing corporate data source, and are seamlessly integrated with Oracle's transactional solutions to increase effectiveness across the entire customer life cycle.

All Oracle BI Applications are powered by Oracle BI Enterprise Edition, a high-performance, highly scalable, and highly reliable next generation business intelligence platform that can be used to extend existing analytic solutions to meet any enterprise BI need. Additional information about Oracle Business Intelligence Applications is available at <http://www.oracle.com/goto/obia>

## RELATED PRODUCTS

### ERP Analytics

- Oracle Financial Analytics
- Oracle HR Analytics
- Oracle Procurement and Spend Analytics
- Oracle Supply Chain and Order Management Analytics
- Oracle Project Analytics
- Oracle Product Information Management Analytics

### CRM Analytics

- Oracle Sales Analytics
- Oracle Marketing Analytics
- Oracle Service Analytics
- Oracle Contact Center Analytics
- Oracle Partner Analytics
- Oracle Loyalty Analytics
- Oracle Price Analytics
- Oracle Customer Data Management Analytics

certain business conditions that demand immediate attention. Link-saving and drill-down capabilities allow users to explore underlying data and identify the root causes of major weaknesses that may surface in the business.

In addition, data mining and predictive technology plug-ins can be included to help users look forward. These technologies help users to find patterns in large sets of data, allowing them to understand the key contributing factors in price variances, establish more intelligent KPIs, and obtain recommended actions. Price profiles, price segments, and suggested price floors and corridors can be derived to enable your organization to deliver fine-grained prices and price policies to tailored buyers.

## Faster Implementations – with Lower Risk and Better Business Results

Traditional business intelligence (BI) implementations are costly, lengthy, and prone to overages in time and budget. It can take months or years to create the data model; define metrics and reports; develop appropriate role-based data security; and build out the extract, transform, and load (ETL) modules to collect the data from the appropriate source systems. In contrast, Oracle Price Analytics is a prebuilt solution that enables faster deployment at a lower cost, with less risk and better results.

Oracle Price Analytics includes prebuilt data models—more than 100 metrics and proven best practices—and numerous reports with appropriate data security by role or group. In addition, prebuilt ETLs are defined from Oracle's Siebel CRM to significantly reduce the costs and risks of integration.

While the application is prebuilt, it can be easily extended for specific business needs. The robust enterprise analytics platform enables users to customize and extend the application without the need for programming. End users can modify reports or create their own via an intuitive, Web-based user interface that requires very little training and ensures rapid user adoption.

## Next-Generation Business Intelligence Platform

Oracle Price Analytics is built on the Oracle Business Intelligence Enterprise Edition platform, a next-generation analytics platform that fully leverages existing data warehouse and business intelligence investments. It is built using standards-based technology enabling easy integration with existing IT environments and supports all leading relational and OLAP data sources. Moreover, Oracle Price Analytics provides support for large numbers of concurrent users with native support for mobile and tablet devices, multi-terabyte data sets, and the largest enterprise implementations.

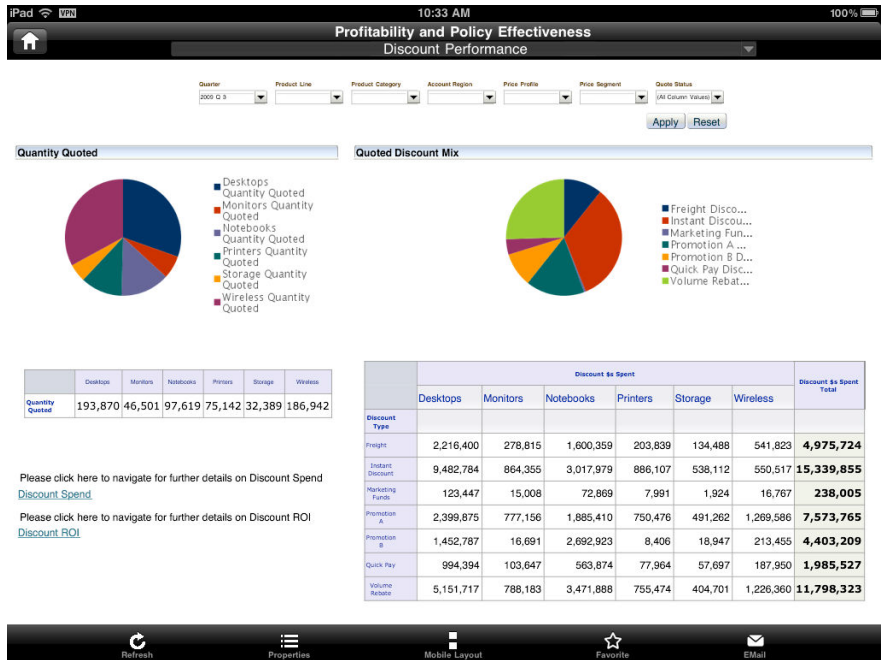


Figure 2. Oracle BI Applications are natively available on mobile and tablet devices including Apple iPad shown above

## Summary

Across industries, companies face tremendous pressures to grow revenues while more sophisticated buyers and increased pricing transparency pushes them to reduce prices. Oracle Price Analytics provides pricing professionals with the information and tools that they need to make efficient and effective pricing decisions and directly impact top line revenues.

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### Hardware and Software, Engineered to Work Together

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