

FREE EXTRACT

with limited content

**DISCOVER WHAT YOU
ARE MISSING IN THE
FULL PACK**



NAVIGATING THE PRICING SOFTWARE MARKET

**TOP 20 PRICING
SOFTWARE**

2024

www.club-pricing-france.com

THE PRICING CLUB

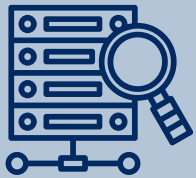


**JOIN THE #1
PRICING COMMUNITY
IN EUROPE**

CLEARING THE FOG: A GUIDE TO FINALLY UNDERSTAND YOUR OPTIONS IN PRICING SOFTWARE

In the intricate world of pricing, where decisions can significantly impact profitability and market positioning, **finding the right pricing software is unfortunately an experience close to navigating a labyrinth** on a misty night... with your eyes closed. Pricing professionals often grapple with a myriad of questions, with a recurring theme:

"Which pricing software is tailored for our business type and specific needs?"



This inaugural guide seeks to address this pervasive question, **offering a beacon of clarity for pricing professionals** submerged in the complex market of pricing software. At the Pricing Club, we have taken on the daunting task to thoroughly analyze the pricing software landscape: from the industries served, to delving deeper into the use-cases and business needs covered, such as eCommerce pricing, List Price Management or Competition Monitoring, we are publishing a much awaited, comprehensive guide.



Malik RAJAN
Founder

THE PRICING CLUB



“

Our guide provides, for the first time ever, a precise classification by industries and application scenarios, empowering pricing professionals to make informed decisions aligned with their unique business requirements.

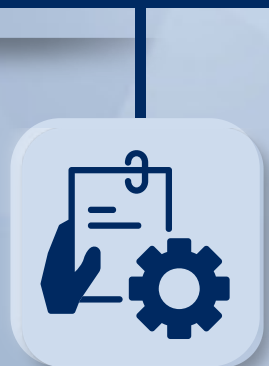




However, the journey doesn't end with the selection of a pricing software; it is merely a first step. Recognizing the transformative potential of implementing such tools, we cannot emphasize enough the indispensable need for **meticulous preparation**.

The implementation journey involves a comprehensive examination of the current state of business, a vision for the future, refining pricing methodologies, and critically reviewing existing processes.

At this juncture, the importance of **consulting assistance** cannot be overstated. Recognizing the complexity and significance of this process, we extend our commitment to facilitating this transition. For those seeking expert guidance and **introductions to seasoned consultants**, we stand ready to be your trusted ally in connecting you with the best experts.



While our guide focuses on off-the-shelf solutions, we acknowledge the distinct **value of tailored solutions** that might not be featured within these pages. Recognizing the diverse needs of businesses, we invite readers to explore bespoke options and compare them with commercial software.

If the path of customization intrigues you, **we are here to connect you with the relevant players**, ensuring you have the information needed to make an informed decision on whether an off-the-shelf solution or a bespoke approach aligns best with your unique requirements.

We trust that **this guide will empower you to save valuable time** and confidently make the optimal choice. Should any questions arise or if further clarification is needed, please don't hesitate to reach out to us.

Your success is our priority, and **we are thrilled to support you on your pricing journey.**

A handwritten signature in black ink, located in the bottom right corner of the page.

THE PRICING CLUB



THE NUMBER 1
FRENCH-SPEAKING
PRICING COMMUNITY

Join us

OUR MISSION



GATHER THE PRICING COMMUNITY
AND HELP OUR MEMBERS IMPROVE THEIR
PERFORMANCE THANKS TO PRICING

THE 3 FUNDAMENTALS OF OUR DNA

01



FACILITATE EXCHANGES
BETWEEN PRICING PEERS

Thanks to regular **face-to-face and online events**, with a lot of space given to human interaction and exchange: round tables, networking around wine tastings or breakfasts.

02



SHARE BEST PRACTICES
ACROSS INDUSTRIES

by delivering concrete presentations that focus on operational lessons learnt. We also provide **consulting support** through a network of highly specialized experts.

03



ACCELERATE RECRUITMENTS
AND ENABLE NEW CAREER
OPPORTUNITIES

We provide recruitment services through our dedicated brand **Topline Talent**, which enables you to **find the best pricing professionals in just 4 weeks**.

THE ESSENTIAL PLACE OF EXCHANGE TO IMPROVE YOUR COMPANY'S RESULTS THROUGH PRICE

7000+

PRICING PROFESSIONALS

50+

NETWORKING CONFERENCES

6

YEARS OF EXISTENCE

2

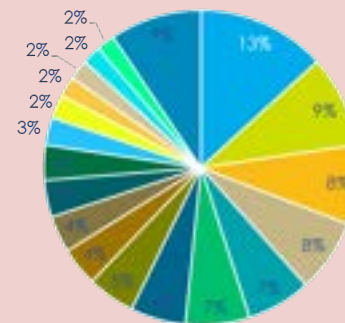
INTERNATIONAL FORUMS

20+

PARTNER SPONSORS

A UNIQUE NETWORK

MORE THAN 7.000 PRICING PROFESSIONALS,
REPRESENTING ALL ECONOMIC ACROSS
EUROPE, INCLUDING OVER 2.500 FRANCE



- Distribution B2B & B2C
- Health / Pharma/ Cosmetics
- Automotive
- Banking / Insurance
- Consulting to companies
- Hotels
- Logistics
- Software editors
- Transport / Logistics
- Others
- Manufacturing
- Industry
- Services to companies
- People's transportation
- Tourism / Travel
- Retailers
- Telco / Tech
- Energy
- eCommerce pure players



CONTENTS



FOREWORD: OUR PURPOSE IS TO CLEAR THE FOG



WHAT IS **THE PRICING CLUB**?



OUR **METHODOLOGY**



HOW TO READ THIS GUIDE?



SELECTING THE BEST PRICING SOFTWARE
FOR YOUR COMPANY



ALL VENDORS CLASSIFIED BY
INDUSTRIES **EXTRACT ONLY**



ALL VENDORS CLASSIFIED BY
USE CASES

EXTRACT ONLY



WHO ARE THE **TARGET USERS** FOR EACH
VENDOR?



WHAT IS THE **LEVEL OF SUPPORT** OFFERED BY
VENDORS?



FOCUS **ON 10 VENDORS**

EXTRACT ONLY



GLOSSARY OF USEFUL TERMS

**GO DIRECTLY TO
A VENDOR SECTION**





TOP PRICING SOFTWARE GUIDE: SELECTED VENDORS

	BLACKCURVE		PRICEBEAM		OPTIX
	BOOPER EXTRACT ONLY		PRICEFX EXTRACT ONLY		VENDAVO
	CONGA EXTRACT ONLY		PRICINGHUB		VISTEX
	FLINTFOX EXTRACT ONLY		PRICEMOOV EXTRACT ONLY		WHITEHERON
	NETRIVALS		PROS EXTRACT ONLY		ZILLIANT EXTRACT ONLY
	OPENPRICER		SELLERMANIA		7LEARNINGS
	PAARLY EXTRACT ONLY		SYNCRON EXTRACT ONLY		
	PRICE2SPY		OPTIMIX EXTRACT ONLY		

GET THE FULL VERSION



HOW TO READ THIS GUIDE (1/2)

Each vendor is covered in a 2-page description summarizing their offer: this is how to read it



Some vendors may have several pricing software: their names will be listed here

Some products have to be installed on your computer ("On premise"), others are in the cloud (SaaS) and some can do either according to your preference

Geographies where they operate

CoolPrice Pricing for winners

OVERVIEW

FOOTPRINT
GLOBAL

PRODUCTS
CoolCPQ
CoolPromotions

INSTALLATION
SAAS

USE-CASES COVERED

- Price / margin / discount optimization
- Price administration / management
- Rebate management
- BI / Dashboards / Analytics
- CPQ
- Subscription Management
- Competition price monitoring (incl. web scraping)
- Dynamic pricing
- eCommerce price management
- Online automated repricing
- Promotions management for retailers / eCommerce
- Simulator with price / cost, showing P&L impact
- Terms & Conditions Management
- Retail price management for brick & mortar stores
- Interface for sales people
- Product recommendation for cross or upsell
- Revenue Management
- Yield Management
- Contract Life-Cycle Management (CLM)
- Customized interfaces

INDUSTRIES COVERED

- All B2B
- B2B Distribution
- B2B Services
- Manufacturing / Brands
- Industry
- Spine-parts
- SaaS / all types of subscription based products & services
- All B2C
- Retailers (brick & mortar)
- eCommerce
- Transportation (passengers or freight)
- Hotels and lodging services
- Pharmaceuticals

OTHER SPECIFICITIES

- They are well connected with the mafia.

DISCOVER MORE ABOUT COOL PRICE: www.cool.com

Types of applications (use-cases) of their products

Industries for which their products are relevant: the list of possible industries is the same for each vendor

Additional information specific to that vendor

Their website



HOW TO READ THIS GUIDE (2/2)

Each vendor is covered in a 2-page description summarizing their offer: this is how to read it



How much AI to expect in the products, on a scale of 1 to 5

Total cost of the software on a scale of 1 to 5

Main users (i.e. functions in the company) of the products

Their current customer base

Screenshots of their products

CoolPrice
Pricing for winners

100% focused on making a better World through service organizations solutions to plan, price and implement it.

TIME FOR IMPLEMENTATION
2-3 months integration

AI
Leveraging AI at several stages of the pricing journey so that you can relax while the system does the job.

PRICING
use the solution the most, given they are the ones setting prices

SALES MARKETING
use the outputs for competitive positioning and product sales

FINANCE STRATEGY
use this data to project and track profitability

USERS

PRICING ISSUES THEY SOLVE

- Inability to make margin gains with your poor pricing skills
- Lack of rizz
- Hairloss

PREREQUISITES FOR YOU
A little bit of data and a lot of cash.

SUPPORT

- Full integration support
- Support to implementation

CUSTOMERS

Cool Customers	30%
Amazing Companies	25%
Winners	20%
You	15%

SCREENSHOTS

Requirements before implementation

Services provided on top of the software



KEY FINDINGS



INDUSTRIES: OVERVIEW

Here is a graphic view of the main focus of each vendor: for a more precise understanding, check their detailed industry focus on the next page

B2B

B2C

GENERALISTS

E-COMMERCE

VENDA VO

syncron



WHITEHERON SOFTWARE

pricefx



Open Pricer
DIGITAL PRICING POWER

PROS.ai

zilliant

OPTIX

Vistex
Now it all adds up

Flintfox
Intelligent Pricing Platform

netRivals
A Lengow Company

PriceBeam

BOOPER

sellermania

7L 7Learnings

pricemoov



BLACKCURVE

PAARLY
Retail Analytics & Loyalty Marketing

optimiX
RETAIL PERFORMANCE SOFTWARE

pricingHUB
Dynamic Pricing Solutions





DETAILED INDUSTRY FOCUS

MORE
B2B

MORE
B2C

CONGA	PROS	PRICEFX	ZILLIANT	FLINTFOX	SYNCRON	OPEN PRICER	PRICE2SPY	VISTEX	VENDA VO	WHITEHERON	OPTIX	BOOPER	PRICEMOOV	7LEARNINGS	NETRIVALS	PRICEBEAM	PAARLY	PRICINGHUB	SELLERMANIA	BLACKCURVE	OPTIMIX
-------	------	---------	----------	----------	---------	-------------	-----------	--------	----------	------------	-------	--------	-----------	------------	-----------	-----------	--------	------------	-------------	------------	---------

- All B2B
- B2B Distribution
- B2B Services
- Manufacturing / Brands
- Industry
- Spare-parts
- SaaS /Subscription (1)
- All B2C
- Retailers (2)
- eCommerce
- Transportation (3)
- Hotels and lodging (4)
- Pharmaceuticals

HIGH VALUE TABLE



GET THE FULL VERSION

(1) SaaS / all types of subscription based products & services

(2) Retailers (brick & mortar)

(3) Transportation (passengers or freight)

(4) Hotels and lodging services



USE-CASES: OVERVIEW

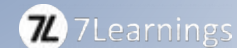
PRICE GUIDANCE

PRICE MANAGEMENT

ANALYTICS



WHITEHERON SOFTWARE



PRICING & QUOTING



CONTRACT MANAGEMENT

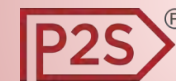


WHITEHERON SOFTWARE

COMPETITION MONITORING



PAARLY Pricing Intelligence & Competition Monitoring





DETAILED USE-CASES FOCUS

MORE B2B



MORE B2C

CONGA	PROS	PRICEFX	ZILLIANT	FLINTFOX	SYNCRON	OPEN PRICER	PRICE2SPY	VISTEX	VENDA VO	WHITEHERON	OPTIX	BOOPER	PRICEMOOV	7LEARNINGS	NETRIVALS	PRICEBEAM	PAARLY	PRICINGHUB	SELLERMANIA	BLACKCURVE	OPTIMIX
-------	------	---------	----------	----------	---------	-------------	-----------	--------	----------	------------	-------	--------	-----------	------------	-----------	-----------	--------	------------	-------------	------------	---------

Price Guidance	Price/Margin/Discount Optimization
	Subscription Management
	Dynamic pricing
	Product recommendation (1)
	Yield Management
Price Management	Price administration/ management
	Rebate management
	eCommerce price management
	Online automated repricing
	Promotions management (2)
	Retail price management (3)
	Interface for sales people
	Revenue Management
Analytics	BI / Dashboards / Analytics
	Simulator with price / cost
Contract Management	Terms & Conditions Management
	Contract lifecycle management (4)
Pricing & Quoting	Configure, Price, Quote
Competition monitoring	Competition price monitoring (5)

HIGH VALUE TABLE



GET THE FULL VERSION

(1) Product recommendation for cross or upsell

(3) Retail price management for brick & mortar stores

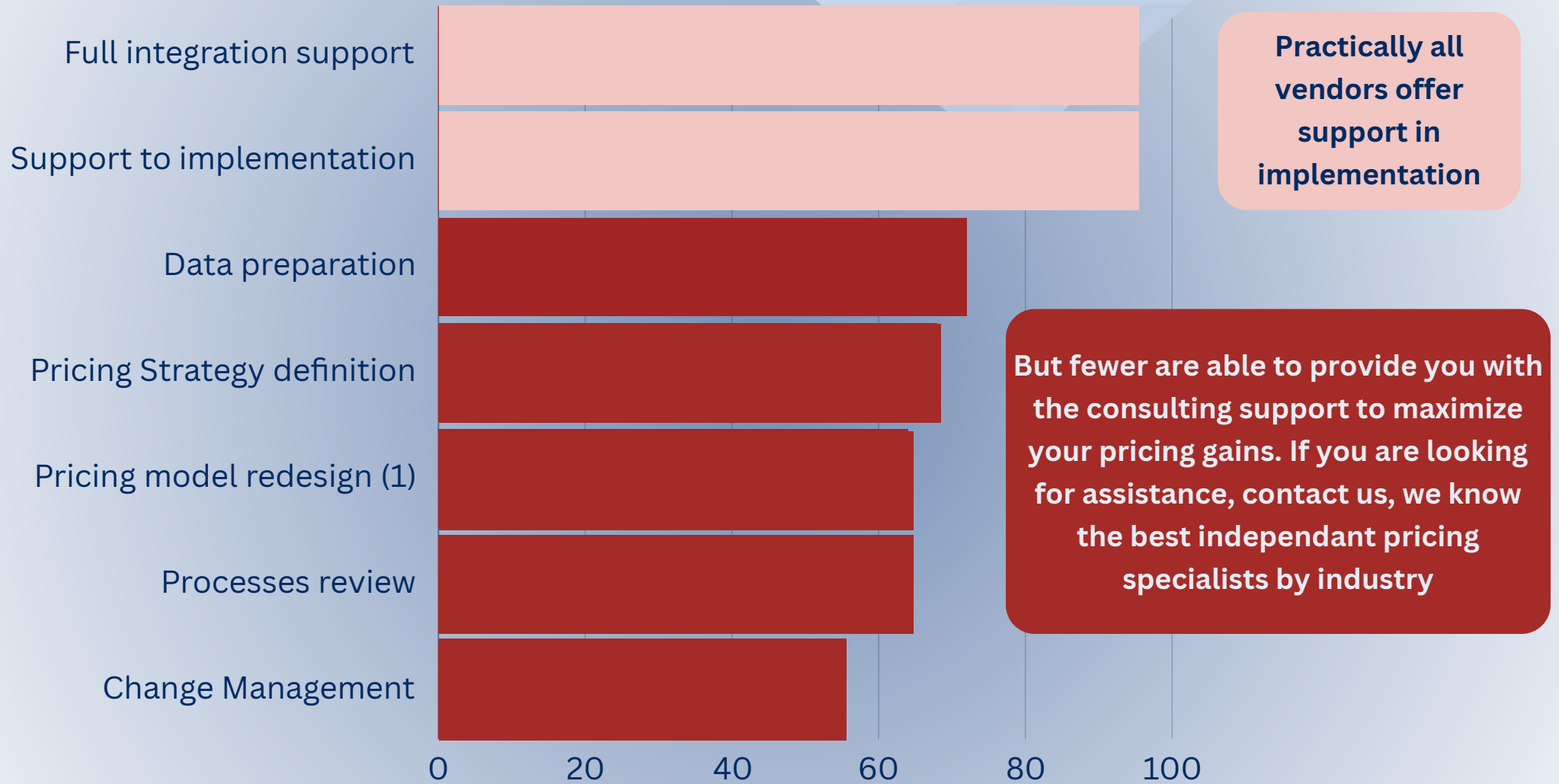
(5) Competition price monitoring (incl. web scraping)

(2) Promotions management for retailers / eCommerce

(4) Contract lifecycle management



SUPPORT & SERVICES OFFERED BY VENDORS



(1) Support in rethinking the pricing model (consulting)



FOOTPRINT



NORTH AND SOUTH AMERICA
EMEA

PRODUCTS

Zilliant Price IQ, Zilliant Price Manager, Zilliant Deal Manager, Zilliant Real-Time Pricing Engine, Zilliant Sales IQ, Zilliant Campaign Manager, Zilliant Cart IQ, Zilliant Sales Planner, Zilliant IQ Platform

INSTALLATION



SAAS

USE-CASES COVERED



- Price / margin / discount optimization
- Price administration / management
- Rebate management
- BI / Dashboards / Analytics
- CPQ
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- Competition price monitoring (incl. web scraping)
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- Hotels and lodging services
- Pharmaceuticals



BACK TO CONTENTS

DISCOVER MORE ABOUT ZILLIANT: www.zilliant.com



Zilliant **puts customers in control of their commercial strategy**, using data and intelligent guidance to power lasting profitable growth in any business climate. They **enable customers to grow profitably by transforming how they use data to price and sell.**



TIME FOR IMPLEMENTATION

3 weeks - 6 months

Solutions are implemented by Zilliant, their implementation partners or a combination of both



Zilliant's AI capabilities allow their customers to measure price elasticity and leverage constraint-based optimization. Their "crystal box" pricing science is easy to understand and interact with to tailor pricing strategies and use price as a strategic lever in your business.



USERS

PRICING

Pricing Manager/Pricing Team
Sales Operations / Sales Reps

**SALES
MARKETING**

VP/Director of
Pricing/Sales/Marketing

**FINANCE
C-SUITE**

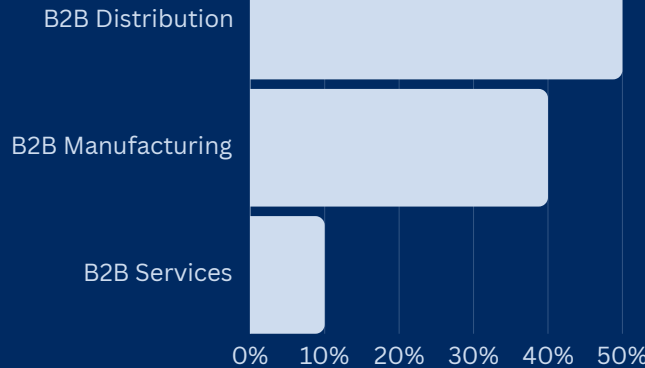
Finance interact with
Visual Analytics
dashboards



PRICING ISSUES THEY SOLVE

- ▶ **Price Management** - Help companies centralize administration and management of all price types.
- ▶ **Price Optimization** - Use AI and data science to calculate the right price for every selling scenario.
- ▶ **Configure, Price, Quote** - Configure and deliver optimal prices in real-time via Zilliant CPQ across all channels, including partners and direct sales

CUSTOMERS

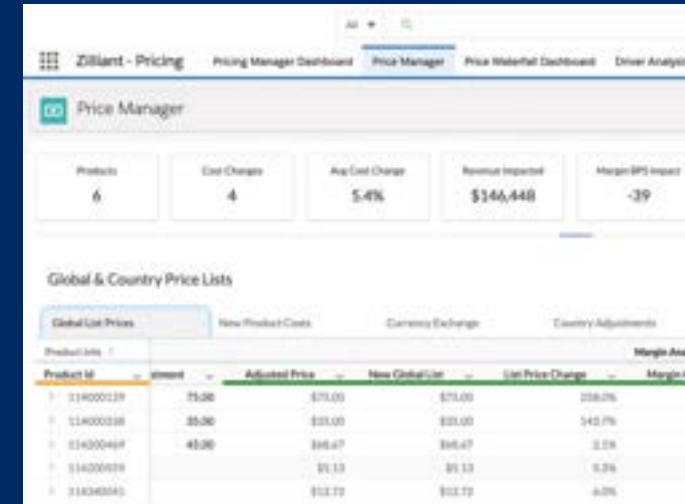
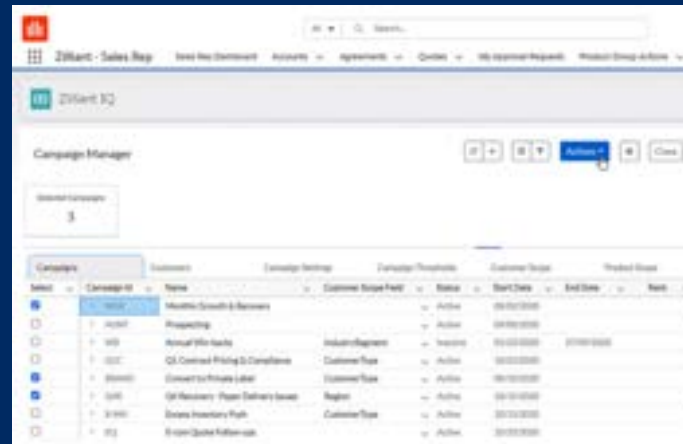


PREREQUISITES FOR YOU

Good taste in how you choose your technologies.

SUPPORT

- Full integration support
- Support in rethinking the pricing model (consulting)
- Processes review
- Pricing strategy definition
- Change management
- Support to implementation





WHY YOU SHOULD USE



MOST APPRECIATED FEATURES

- **Price Elasticity Measurement:** unique capability in the B2B space
- **What-if simulation** of impact of price changes on revenue and margin
- Embedded **visual analytics**, dashboards, and impact measurement

Recognized Leader
by IDC, Gartner &
Quadrant Knowledge
Solutions



Zilliant Enables B2B Companies to Grow Profitably by Transforming How They Use Data to More Intelligently Price and Sell

+350
Employees

100s
of Successful Enterprise
SaaS Implementations

Strategic Partnerships
with Oracle, Salesforce,
SAP, Accenture, PwC

Global Market Presence • Headquarters in Austin, Texas

Delivering Quantifiable Value to Customers

Revenue Increase: **+5-15%** Incremental Revenue Growth

Margin Expansion: **+100-300 bps** Incremental Gross Margin

OVERVIEW

Zilliant puts pricing at the heart of your business. Their expert delivery partners, in-house expert pricing consultants, and white-glove customer success team ensure rapid ROI. Talk to them about how the industry's leading cloud-native pricing, CPQ, and revenue optimization software can transform your business.



UNLOCK THE FULL VERSION

to discover what their customer says



GET THE FULL VERSION

WATCH A DEMO



WHY YOU SHOULD GET THE FULL PACK



Full access to the **details of all software** featured in the guide



Synthesis tables giving you a **comparison of use-cases and industries covered** by the best vendors



A detailed vision of our **methodology** to understand why these vendors should be in your shortlist



A guide to help you **selecting the best software for your company**



Customer testimonials

DO YOU WANT A FULL PICTURE OF THE MARKET?



GET THE FULL PACK NOW!

THE PRICING CLUB



THANK YOU!

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linkedin



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newsletter and do not
miss our next events



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