



Price Optimization Solutions

Maximize revenue through science

Q3 2017

PRICE OPTIMIZATION SOLUTIONS

BLUE YONDER
COMPETERA
MODEL N
INFOR PRICING SCIENCE
ORACLE

CONSTELLATION
ShortList™

10
solutions
to know

PROS
REVIONICS
VENDAVO
VISTAAR
ZILLANT

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The Constellation ShortList™ presents vendors in different categories of the market relevant to early adopters. In addition, products included in this document meet the threshold criteria for this category as determined by Constellation Research.

This Constellation ShortList of vendors for a market category is compiled through conversations with early adopter clients, independent analysis, and briefings with vendors and partners.

About Constellation Research

As an award-winning Silicon Valley-based strategic advisory and futurist analyst firm, Constellation Research serves leaders and organizations navigating the challenges of digital strategy, business-model disruption and digital transformation.

Constellation works closely with solution providers, partners, C-suite executives, board of directors, and its Constellation Executive Network of buy-side leaders to lead the way in research coverage and advise clients how to achieve valuable business results.

About This Constellation ShortList™

Price Optimization Solutions allow organizations to predict how buyers will react to different price points and pricing models. These optimization models often use big data, predictive analytics, machine learning, and artificial intelligence tools to craft initial pricing, promotional pricing, discount pricing, and substitute pricing.

Optimization begins with customer segmentation. Using different attributes such as channel, time of day, location, etc., math is applied to determine what constraints can be included in the optimization process. Optimization strategies can be determined by understanding the pricing problem as yield management, mark down, list pricing, customized pricing, etc.

This Constellation ShortList mixes both B2B and B2C solutions. Constellation believes while these markets are different today, the convergence will bring lessons learned to both markets as the commerce moves to people to people. Many of the vendors started out in one mode and have customers in the other.

Threshold Criteria

Constellation considers the following criteria for these solutions:

- Support multiple pricing models
- Enable complex promotion rules
- Manage price lists
- Prescribe pricing segmentation
- Facilitate markdown scenarios
- Deliver dynamic pricing
- Provide advanced analytics
- Create pricing optimization models
- Collect competitive insights

The Constellation ShortList™

Constellation evaluates over 25 solutions categorized in this market. This Constellation ShortList is determined by client inquiries, partner conversations, customer references, vendor selection projects, market share, and internal research.

- Blue Yonder
- Competera
- Model N
- Infor Pricing Science
- Oracle
- PROS
- Revionics
- Vendavo
- Vistaar
- Zilliant

Frequency of Evaluation

Each Constellation ShortList evaluation will be updated every 180 days as needed.

Evaluation Services

Constellation clients may work with the analyst and research team to conduct a more thorough discussion of this Constellation ShortList. Constellation can also provide guidance in vendor selection and contract negotiation.

Business Themes



Data to Decisions



Matrix Commerce

To learn more:

Visit www.constellationr.com/ShortList
or email shortlist@constellationr.com



R "Ray" Wang Founder and Principal Analyst

R "Ray" Wang provides insight into how disruptive technologies and new business models, such as digital transformation, impact brands, enterprises and organizations. He also focuses on harnessing innovation, creating next-generation business and IT leadership, and applying the new rules of business. Wang has held executive roles in product, marketing, strategy, and consulting at companies including Forrester Research, Oracle, PeopleSoft, Deloitte, Ernst & Young, and Johns Hopkins Hospital.

