

# Deliver smarter pricing to boost revenue and margins

## Pricing intelligence for a more lucrative aftermarket business.

With market conditions increasingly unpredictable, setting the right pricing strategy can be difficult. Managed well, pricing can be your best lever to increase top-line revenue. The first step to transforming your parts pricing approach is with a fit-for-purpose pricing solution.

Synchron Price enables leading manufacturers, dealers, and suppliers to automate and optimize dynamic pricing capabilities, globally. Leveraging artificial intelligence and machine learning, it identifies otherwise unseen pricing opportunities that positively impact corporate performance by maximizing sales volumes, revenue, and service profitability from aftermarket business.



### INCREASE REVENUE AND MARGINS

Optimize your list prices so you can execute on price revisions based on local market and competitive data.



### IMPROVE OPERATIONAL PRODUCTIVITY

Automate spare parts pricing for item segments based on your needs and desired rules.



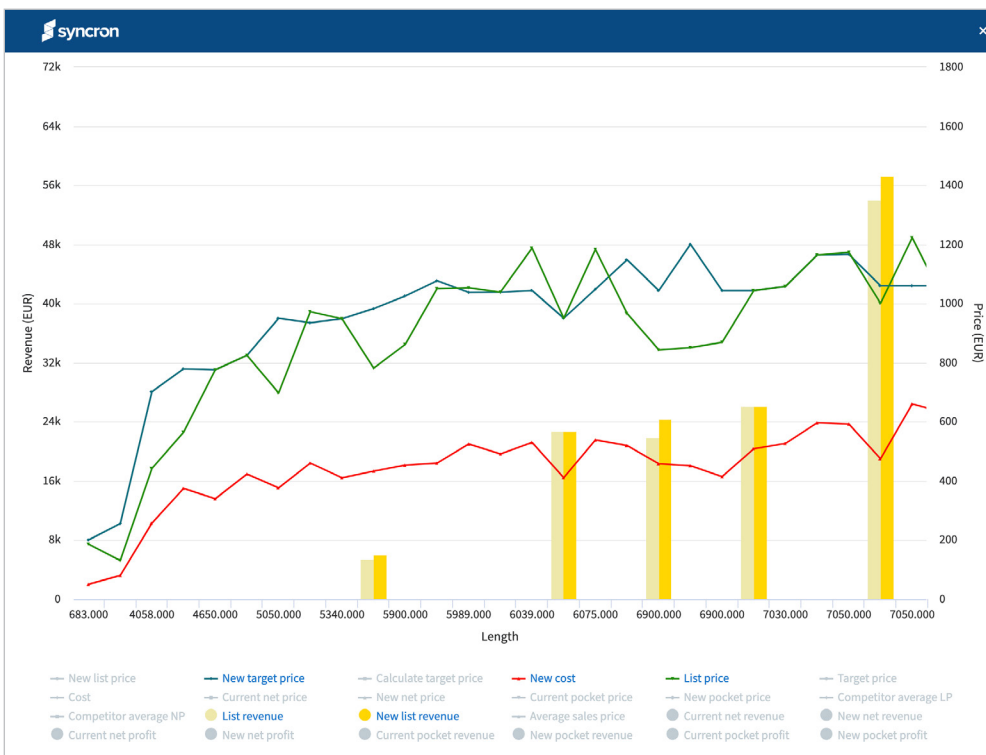
### ACHIEVE LOYALTY THROUGH CUSTOMER SATISFACTION

Provide transparent and consistent pricing to your customer base.



### GAIN BROADER CONTEXT INTELLIGENCE

Deliver end-to-end visibility and influence a broader set of processes for lifecycle services management.



Use the **Price Curve Optimization** tool and other interactive dashboards to visualize your pricing strategy and easily identify optimization opportunities in current prices based on value drivers, competitor prices, and more.

## 5.2% Profit Uplift

Our customers across various manufacturing industries achieve an average of 5.2% profit uplift within their first year of implementing Synchron Price.

# CORE CAPABILITIES

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## ACHIEVE FULL VISIBILITY ACROSS ALL MARKETS AND SEGMENTS

Visualize and analyze your parts pricing data with customizable dashboards and ad-hoc reports so you can quickly identify and act on opportunities to realize greater profitability across the complete supply chain.



## GET UNLIMITED FLEXIBILITY

Support multiple pricing strategies with the ability to categorize and segment product groups so you have a more tailored approach to ensure optimal price and maximize profits.



## LEVERAGE ADVANCED AI AND MACHINE LEARNING

Leverage AI and machine learning to make more informed pricing decisions. Automatically analyze historical and current pricing data to serve up suggested price changes, and segment new parts as they are added to your supply chain.



## OPTIMIZE THE COMPLETE PRICE WATERFALL

Understand the impact on customer net prices down to the final pocket price by easily connecting global prices and linked regional price lists with discounts and charges, rebates, special prices, and quoted prices to calculate the optimal net price for a customer.



## COLLECT REAL-TIME CUSTOMER FEEDBACK

Capture integrated customer feedback from the sales force, indicating whether prices are aligned with market expectations so you can adjust as needed.

LEADING MANUFACTURERS RELY ON SYNCRON PRICE



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## Start the conversation today!

Whether you're interested in a strategic conversation, value assessment or technical demo, our team can't wait to speak with you! Reach out to us directly at [info@synchron.com](mailto:info@synchron.com).

Learn more about Synchron Price and how it can work for your business at [synchron.com/price](https://synchron.com/price).

### About Synchron

Synchron empowers the world's leading manufacturers to maximize product uptime and deliver exceptional aftermarket service experiences, while driving significant revenue and profit improvements. From industry-leading investments in research and development, to providing the fastest time-to-value, Synchron's award-winning service parts inventory, price and uptime management solutions are designed to continually exceed customer expectations. Top brands from around the world trust Synchron, the largest privately-owned global provider of cloud-based after-market service solutions, to transform their service operations into competitive differentiators. For more information, visit [synchron.com](https://synchron.com).

