

B/S/H/

BSH Home Appliances Group Automates and Optimizes Global Pricing Strategy

Supported by Synchron Price

Solution

BSH Home Appliances Group, the largest manufacturer of home appliances in Europe and one of the leading companies in the sector worldwide, has implemented Synchron Price to automate and streamline global pricing operations, maximize margins and enhance the customer experience. An intelligent pricing automation tool, Synchron Price ensures price competitiveness, increases operational efficiency and offers full visibility across the entire BSH portfolio.

synchron Price



Headquarters
Munich, Germany

Division
BSH Home Appliances Group

Industry
Consumer Durables

Pricing Challenges

- Pricing inconsistencies
- Reliance on manual processes
- No centralized view of parts pricing
- Lack of efficiency
- Inability to conduct pricing simulations

Results with Synchron Price

- Consistent and transparent pricing
- Accurate, automated item segmentation
- Full visibility across entire portfolio
- Streamlined operations supported by AI/ML
- Intuitive, visual data analysis for smarter pricing decisions



BSH Pricing Challenges

Managing the pricing operations of one of the world's leading home appliance companies and the largest home appliance manufacturer in Europe makes BSH's price management a complex, multifaceted operation. With operations varying from country to country and limited visibility across the entire portfolio, the company needed a streamlined solution to unify its system and maximize efficiency.

BSH's goal in implementing an intelligent parts pricing platform was to establish a pricing strategy with built-in flexibility to accommodate a large global manufacturer. The company also aimed to automate areas of its pricing processes to proactively respond to increasingly unpredictable market conditions and supply chain disruptions.

BSH needed a powerful pricing solution to automate and optimize dynamic pricing capabilities on a global scale. It needed to be able to identify otherwise unseen pricing opportunities that boost corporate performance by maximizing sales volumes, revenue and service profitability for a more lucrative aftermarket business.

“ We wanted to implement a transparent, consistent pricing strategy across our entire portfolio. Our goal was to streamline pricing operations and optimize productivity through advanced technology and automation.”

Michael Loes

Pricing Manager, BSH Home Appliances Group



Transforming Pricing Operations With Synchron Price

BSH selected Synchron Price as its intelligent parts pricing management platform for all geographic regions and products for its intuitive, out-of-the-box functionality, automation features, adaptability, pricing simulations and easy access to all pricing data. BSH understood they needed a comprehensive, intelligent pricing solution backed by an engaged, responsive support team that understands and cares about their business.

With Synchron Price, BSH can examine historical and current pricing data to make optimal pricing decisions. Global pricing managers can analyze parts pricing data with customizable dashboards and ad-hoc reports to quickly identify opportunities for greater profitability across the entire supply chain.

Synchron Price data analysis tools also allow users to visualize their pricing strategy and easily identify optimization opportunities in current prices based on competitor prices, value drivers and more. Additionally, Synchron Price automatically segments and prices items based on ML algorithms, optimizes list prices for price revisions based on local and competitive data and minimizes daily pricing processes by automating approval thresholds.

“ Synchron Price enables BSH to support multiple pricing strategies and segment product groups for a more tailored approach. The platform itself is very intuitive and easy to work with, and the Synchron support team is extremely responsive.”

Isabell Gypser

Global Pricing Officer, BSH Home Appliances Group



The Power of BSH and Synchron

A leader in B2B price optimization and management applications, Synchron Price has enhanced the BSH parts pricing approach with a fit-for-purpose pricing solution. As BSH moves forward with Synchron Price, the company continues to see the powerful benefits of a unified, comprehensive pricing platform.

Synchron Price is an essential component of the Synchron Connected Service Experience (CSX) Cloud, an AI- and ML-driven platform that helps manufacturers and service organizations transform their approach to service lifecycle management (SLM) from beginning to end.

About Synchron

Synchron accelerates leading manufacturers and distributors to capitalize on the world's new service economy. We optimize aftermarket business profitability and working capital, increase customer loyalty, and enable our customers to transition successfully to future service-driven business models. Synchron connects and synchronizes every aspect of aftermarket service with more than \$3 billion in annual value creation across OEMs and distributors in automotive, construction, mining, agriculture and industrial equipment, medical devices, consumer durables, high-tech, aerospace, and other industries. Our Connected Service Experience (CSX) cloud platform offers leading aftermarket sales and service solutions to effectively plan, price, and service your customers. CSX Cloud offers our customers competitive differentiation through exceptional aftermarket service experiences while driving significant revenue and profit improvements into a manufacturer's or distributor's business. The world's top brands trust Synchron, making it the largest privately-owned global leader in intelligent service lifecycle management SaaS solutions. For more information, visit synchron.com.