

## Re-invent pricing management

HCL overhauls price management for a leading seed wholesaler

### About the Customer

A member owned agricultural cooperative which focuses on dairy and agriculture products. It has over 3600 direct producer-members, over 1000 member cooperatives, and over 10,000 employees who process and distribute products for about 300,000 agricultural producers.

### The Challenge

The client was using an out-dated price management tool that posed multiple operational challenges:

- The tool had some major design flaws which limited flexibility in terms of how price lists were generated for a customer
- Some of the key parameters for price management were static in nature and needed frequent manual updates to ensure sanctity of information
- Price analysis reports did not have many of the key fields which resulted in their usage being sub-optimal
- Some price reports could not be used because the output was considered erroneous.

The client was in the midst of a large merger, and they anticipated significant changes in price management. The need for a price management overhaul was pressing, They approached HCL to suggest changes to price management which can be executed without making significant investments.

## The HCL Solution

HCL consultants engaged with the business stakeholders across sourcing, pricing management and marketing to study existing challenges and define detailed business capabilities and requirements for a target solution. The consultants then conducted a detailed IT landscape analysis to understand the capabilities and limitations of the existing system. Based on the solution requirements, the HCL consultants put together a price optimization solution to meet customer expectations.

## The Business Benefits



Provided proactive reports to customer's commercial operations team on price and term issues, so that immediate corrective action is taken to prevent inaccuracies in invoicing.



Provided price optimization reports to regional marketers so they can conduct margin analysis, set floor pricing process to determine regional, zonal and customer specific pricing agreements.



Generated single pricelist for the customer by replicating the logic of pricing conditions set up in the back-end ERP.



Identified and removed gaps in the pricing process to reduce manual intervention.

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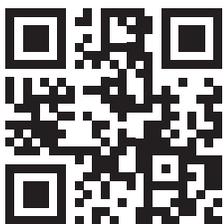
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