

I hope that you have had a great holiday season and that 2015 is off to a great start.

I thought I would share some trends we are seeing in the pricing consulting market and how Pricing Solutions is responding to those trends:

- 1. Generate ROI When it comes to pricing, generating ROI is what its all about! Clients want results. We have sharpened our approach to delivering business results. One of the ways in which we have done so is sharing in the risk/rewards of our projects. This has brought greater alignment between our clients' goals and our goals.
- 2. Using technology to drive decision making Our clients want to use technology to help them analyze data and make decisions. In response to that need, we have invested heavily in Tableau and QlikView as well as becoming an Oracle Gold Partner.
- 3. Time is precious Never before have our clients been more pressed for time. It seems that all of those electronic gadgets have enabled us to do more with less. The problem is that the pile of things to do keeps growing. This is making it very hard for clients to focus on consulting and research projects for any length of time. To ensure we are part of the solution we are working harder to find efficient ways to complete projects in a timely manner.
- **4. Coordinating projects globally** Many of our clients are international organizations and their pricing needs span multiple borders. Increasingly we are coordinating our project teams globally so that we can deliver integrated solutions for our clients.



26th Annual PPS Spring Pricing Workshops & Conference

May 05-08 • Hilton Anatole Hotel, Dallas [Learn More] Sincerely, Paul

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New this Month:

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Part I - Premier League tickets: Price increases make good

business sense, but for how long?

Blog by Tony Hodgson, Managing Director, Pricing Solutions UK

Part II - Premier League tickets: Price increases make good

business sense, but for how long?

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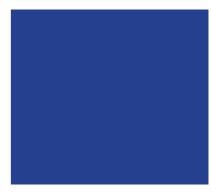


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