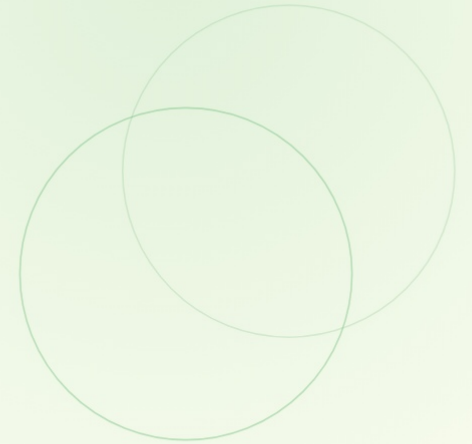


FOUR ANONYMISED CUSTOMER USE CASES

Contextual Pricing Decision Support



From collecting and interpreting context to preparing recommendations—while commercial judgement remains with the responsible person.

Explore the cases ↓

Dealer Pricing & Commercial Guidance

SITUATION

Broad network of independent dealers had to be assessed across performance, acquisition, customer quality, product mix, historical behaviour and local market conditions.

WHAT WAS DONE

Dealer and transactional data was connected. Models compared relevant peer groups, identified unusual developments and prepared differentiated actions for individual dealers.

LEVEL OF AUTOMATION · CONTEXTUAL DECISION LOGIC

↑ Supports stronger pricing ↓ Creates price pressure ⚠ Requires protection ↔ Limited influence

1 Relevant factors → 2 Context assessment → 3 Pricing impact

Dealer potential	High potential	↑ Supports differentiated investment / conditions
Performance quality	Sustainable performance	↑ Supports stronger commercial conditions
Customer quality	High churn / low-quality acquisition	↓ Limits additional incentives
Product mix	Strategically attractive mix	↑ Supports differentiated conditions
Competitive intensity	High local competition	↓ Increases commercial pressure
Growth sustainability	Growth driven by low-quality acquisition	⚠ Requires review

4 Combined decision logic

Factors were assessed together rather than applying a single rule such as "higher sales = higher incentive".

Strong growth + high dealer potential + attractive product mix

↑ Stronger commercial conditions

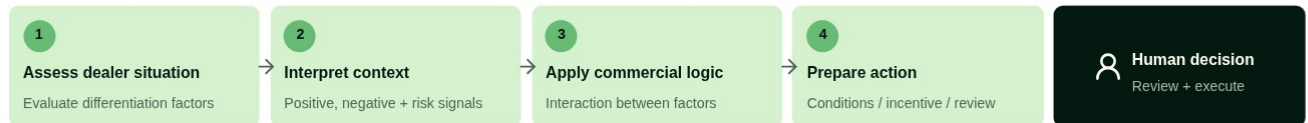
Strong growth + weak customer quality + high churn

⚠ Maintain conditions or link incentives to customer quality

5 Recommended action

DEALER-SPECIFIC ACTION

Conditions Incentive Intervention Review



WHAT WAS ACHIEVED

- ✓ Relevant cases surfaced automatically
- ✓ Teams focused on exceptions and higher-value decisions
- ✓ Multiple aspects considered simultaneously



Service Pricing & Commercial Decision Support

SITUATION

The right service offer depended on installed equipment, age, utilisation, maintenance, parts consumption, operations and required service levels—held across separate systems and teams.

WHAT WAS DONE

Equipment, service and customer information was consolidated. Technical signals were interpreted systematically to differentiate service situations and prepare suitable commercial options.

LEVEL OF AUTOMATION · CONTEXTUAL DECISION LOGIC

↑ Supports stronger pricing ↓ Creates price pressure ⚠ Requires protection ↔ Limited influence

1 Relevant factors → 2 Context assessment → 3 Pricing impact

Equipment condition / age	Higher expected service need	↑ Supports higher service pricing
Utilisation intensity	High utilisation	⚠ Increases service exposure
Asset criticality	Business-critical equipment	↑ Increases customer value of service
Downtime impact	High operational impact	↑ Supports premium value positioning
Service-level requirement	Faster response / higher availability	↑ Supports differentiated pricing
Service complexity	High technical complexity	⚠ Increases required service resources
Competitive alternatives	Strong alternatives	↓ Creates price pressure
Customer self-service	Strong internal capability	↓ May reduce required service scope

4 Combined decision logic

The service decision was differentiated according to both cost/risk and customer value—and could change which service model is offered, not only the price.

Older equipment + intensive utilisation + demanding service level

⚠ Higher service exposure → pricing protection

High criticality + high downtime impact + limited alternatives

↑ Higher-value service proposition, not a cost markup

5 Recommended action

PREPARED OPTIONS

Service model Scope Pricing direction

1

Assess service situation

Evaluate differentiation factors

2

Separate risk + value

Economics + customer value

3

Apply pricing logic

Commercial treatment

4

Prepare options

Model + scope + direction



Human decision

Review + execute

WHAT WAS ACHIEVED

✓ Manual case preparation reduced

✓ Technical knowledge became commercially usable

✓ Pricing stayed consistent and customer-specific

Complex Project Pricing

SITUATION

Pricing highly individual projects required more than effort and rates. Critical context lived in project documents, discussions, previous cases and individual expertise.

WHAT WAS DONE

AI extracted relevant information, structured project-specific factors, highlighted gaps and applied organisational pricing logic and experience to prepare the decision.

LEVEL OF AUTOMATION · CONTEXTUAL DECISION LOGIC

↑ Supports stronger pricing ↓ Creates price pressure ⚠ Requires protection ↔ Limited influence

1 Relevant factors → 2 Context assessment → 3 Pricing impact

Project complexity	High complexity	↑ Stronger pricing
Customer value potential	High value created	↑ Stronger pricing / value-linked model
Differentiation	Unique expertise	↑ Premium potential
Resource scarcity	Scarce specialist resources	↑ Pricing protection
Delivery risk	Elevated execution risk	⚠ Requires risk protection
Scope certainty	Uncertain scope	⚠ Changes commercial structure
Competitive intensity	Medium competitive pressure	↓ Moderates premium
Strategic relevance	Strategically important customer	↔ May influence commercial treatment

4 Combined decision logic

Instead of pricing primarily as Effort × Day Rate, the factors created a contextual assessment of the opportunity.



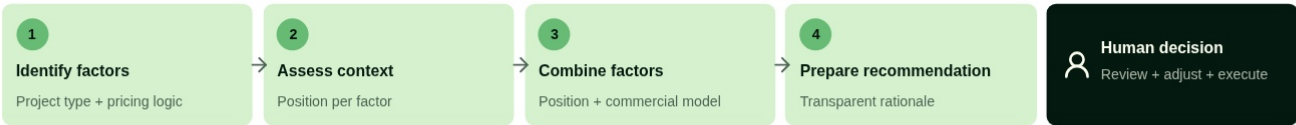
5 Recommended action

PRICING POSITION

Standard **Above Standard** Premium

COMMERCIAL MODEL

Time & Materials Fixed Fee **Fixed + Performance**
Value-linked



WHAT WAS ACHIEVED

- ✓ Less searching and reconstruction
- ✓ Expert judgement became reusable
- ✓ Commercial context went beyond effort-based calculation



Customer Price Review & Renewal

SITUATION

Customer-specific prices had evolved over years. Every review required Sales or Pricing to reconcile many sources, benchmarks and negotiation history.

WHAT WAS DONE

Customer and product situations were continuously reviewed. Material deviations were prioritised and enriched with contract, service, negotiation and competitive context.

LEVEL OF AUTOMATION · CONTEXTUAL DECISION LOGIC

↑ Supports stronger pricing ↓ Creates price pressure ⚠ Requires protection ↔ Limited influence

1 Relevant factors → 2 Context assessment → 3 Pricing impact

Current price position	Below comparable situations	↑ Supports corrective action
Margin position	Below target / deteriorating	↑ Supports stronger action
Cost development	Relevant cost increase	↑ Supports adjustment
Volume development	Strong growth	↔ May moderate or differentiate action
Product differentiation	High differentiation	↑ Supports stronger pricing
Cost-to-serve	High customisation requirement	↑ Supports adjustment
Competitive intensity	Strong alternatives	↓ Creates price pressure
Switching barriers	High switching barriers	↑ Strengthens pricing position
Negotiation history	Repeated resistance / concessions	⚠ Shapes opening position + strategy

4 Combined decision logic

Factors differentiated between customers and products rather than applying one general percentage increase—even across products within one relationship.

Below-market price + weak margin + high differentiation

↑ Strong case for corrective pricing

Healthy margin + strong growth + high competitive pressure

↓ More moderate action

High cost-to-serve + customised product + switching barriers

↑ Stronger customer-specific adjustment

5 Recommended action

RENEWAL STRATEGY

Pricing direction

Priorities

Negotiation guardrails

1

Assess customer situation

Evaluate differentiation factors

2

Identify pressure / opportunity

Which factors require action

3

Apply pricing logic

Differentiate by situation

4

Prepare renewal strategy

Direction + guardrails



Human decision

Review + negotiate + execute

WHAT WAS ACHIEVED

✓ Opportunities identified systematically

✓ Less time gathering and reconciling information

✓ Effort shifted to evaluation and negotiation

Different pricing decisions. The same automation principle.

DEALER PRICING

Data → Patterns → Dealer assessment → Commercial recommendation → Human decision

SERVICE PRICING

Installed base → Service context → Situation assessment → Commercial guidance → Human decision

PROJECT PRICING

Documents & knowledge → Context → Pricing logic → Guidance → Human decision

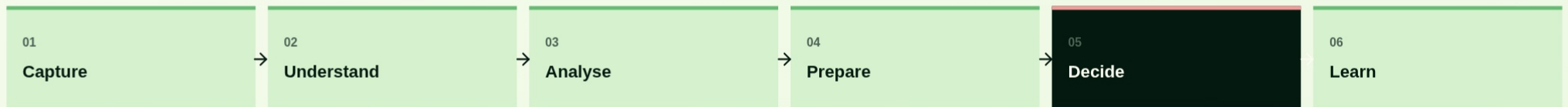
CUSTOMER RENEWAL

Continuous monitoring → Opportunity detection → Decision preparation → Pricing action → Human decision

Not every customer, project or commercial situation should be treated the same.

The technology handles the repeated work of finding, combining and interpreting information—then places a prepared decision in human hands.

CONTEXTUAL PRICING DECISION SUPPORT



Automate the work around the pricing decision.

Keep commercial judgement where it matters.