BRENNUS ANALYTICS

## AI-POWERED PRICING SOLUTION

INTELLIGENT PRICING SOLUTION

Brennus Presentation

Pricing is Complex, Time-Consuming and Error-Prone

- ▪ **Time consuming and data intensive**

  Millions of possible price points to handle in some industries!
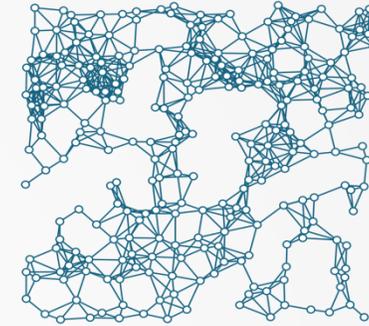
- ▪ Highly **intelligence & computational intensive**: many variables, dimensions and parameters to play with

  What is relevant ? What is the customer's willingness to pay?

- ▪ **Multiple dependencies across traditional silos**

  Marketing, Pricing, Product Management, Sales, Purchasing, Finance, IT...
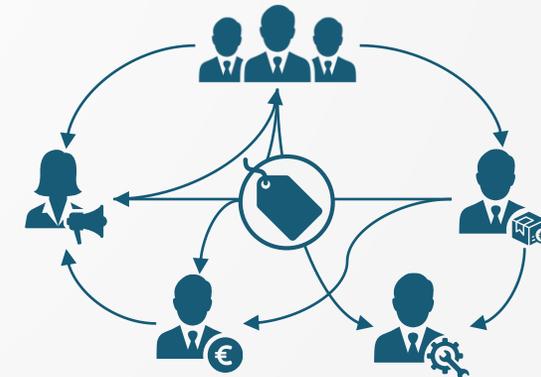
Brennus is a SaaS Pricing solution

- Helping B2B companies boost their performance
- Based on an **exclusive Artificial Intelligence** technology

Dynamic
and fine-tuned pricing

STAY AHEAD OF COMPETITION

Make sure your prices
are adjusted

MAXIMIZE PROFITS

Automate
your pricing process

**SAVE TIME**

Pricing for BtoB
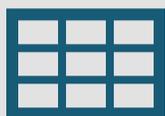
Price grid optimization
Price lists across multiple dimensions, customer costumed discounts, simulations and optimizations
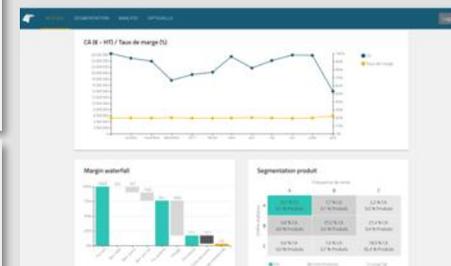
Smart quotations
Pricing Spot, quotation optimization
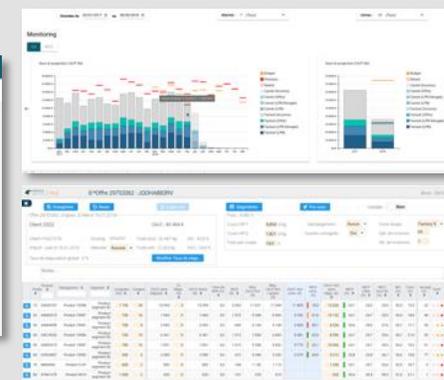
Providing actionable pricing guidance

Inputs

Examples

Data

Invoices, price grid, raw materials...

Targets

Maximize my profit with at most a 10% drop in sales

Variables

Raw material, weather, quality, point of sales...

Business Rules

Colored items have the same price regardless of the color

Processing

Brennus Optimization Engine

AI-Powered

Brennus technology

Outputs

Prices, Discounts, Quotes

Marketing/Pricing

Sales

Purchasing/Product

E-Commerce

© Brennus Analytics, AI-Powered Pricing Intelligence

Brennus™ Provides Continuous Price Improvements

Target Setting
- **Smart Targets**
- **Optimization Steering**

Optimization Engine
- **Segmentation**
- **Predictive Modelling**
- **Goal-Seeking Scenarios**

Artificial Intelligence
Data

Analytics Portal
- **Measurement & Self-learning**
- **Data Viz**

Price Guidance into ERP/CRM

SAP salesforce JDEdwards Enterprise Software

Microsoft Dynamics HubSpot Apptivo

sage ORACLE | NETSUITE
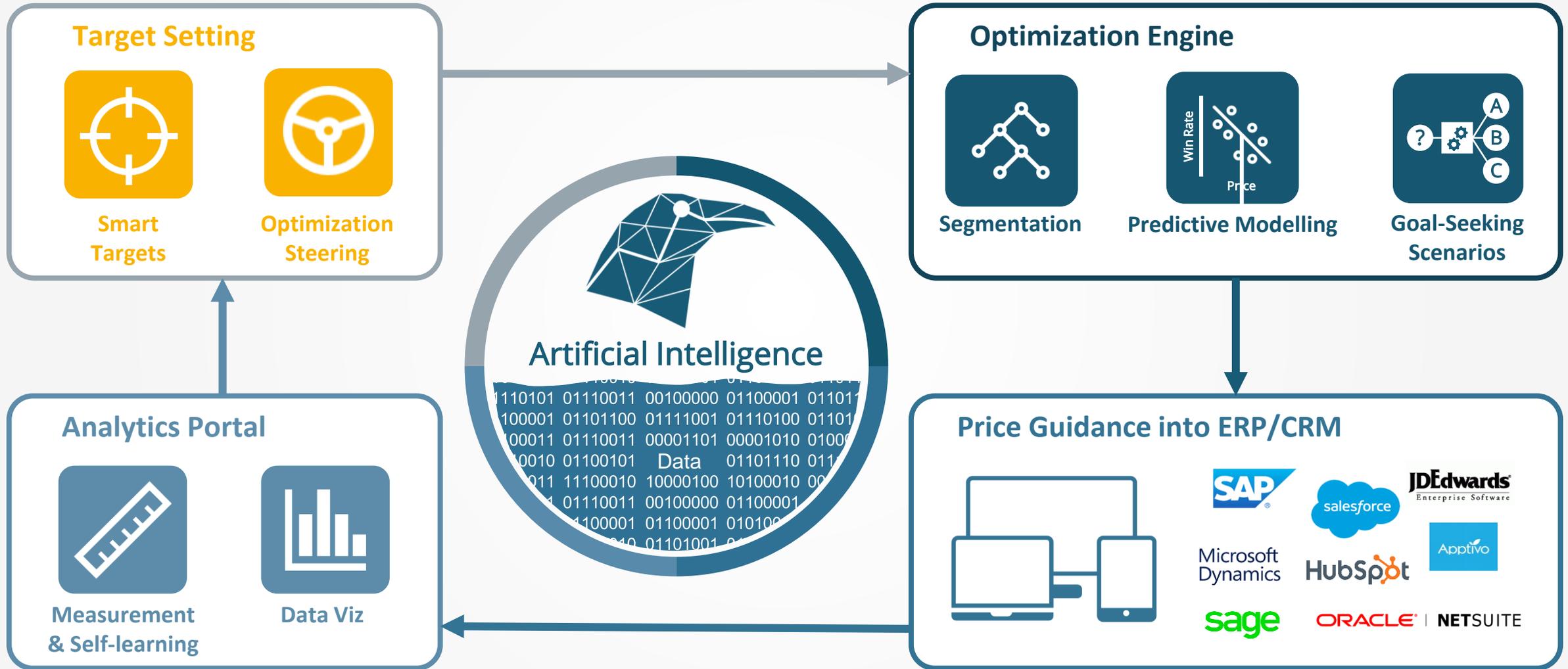
Brennus is Easy to Tailor and to Adopt

PERSONALIZATION

- Modeling of functions and the organization
- Can be perfectly matched to specific needs and features

SCALABILITY

- An open, "living" model that learns
- Adaptable to change and easily replicated

GLOBAL OPTIMIZATION

- Optimization with constraints and interdependencies
- Actionable recommendations

TRANSPARENCY

- Clear recommendations (white box)
- Improved justification and adoption

© Brennus Analytics, AI-Powered Pricing Intelligence
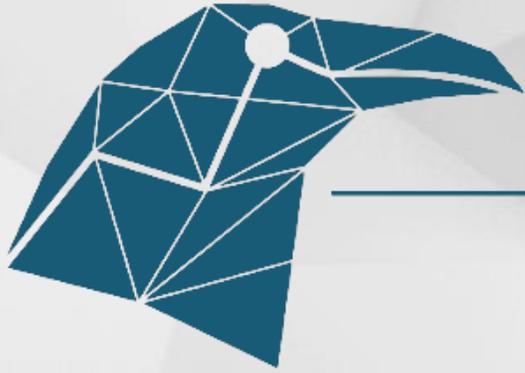
BRENNUS
ANALYTICS

🌐 www.brennus-analytics.com

👥 **contact@brennus-analytics.com**

📞 +33 (0)9 70 09 10 09

in Brennus-analytics

🐦 @Brennus_A