

# Vendavo® Margin Bridge Analyzer

Complex Price/Volume/Mix Variance Analysis Made Simple

## Business Challenges:

Regardless of whether your business is up or down, there will always be a need to explain what drove revenues and margins and by how much. How much change was driven by changes in prices? How much was affected by changes in volumes or changes in costs? What about product or country mix? For large enterprises, in dynamic global economic conditions, these questions need to be answered quickly and frequently. While a basic price/volume/mix variance analysis can be done in a simple spreadsheet, for large enterprises with multiple business units the task is too complex. Different regions or business units need different analysis models. Data volumes and model complexity quickly scale beyond what spreadsheets or general-purpose BI solutions can handle. Data security and sustainability demands an enterprise-grade solution.

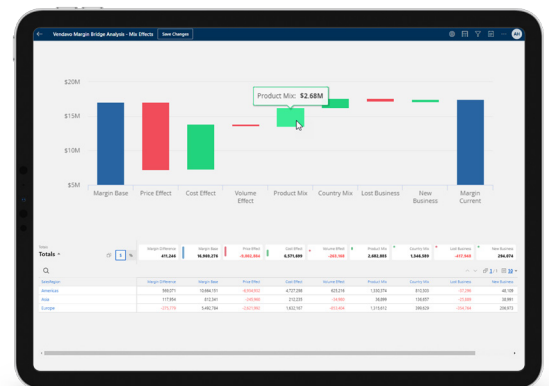
## Introducing Vendavo Margin Bridge Analyzer:

Vendavo® Margin Bridge Analyzer is a powerful, cloud-based commercial intelligence solution that enables large B2B enterprises to accurately measure and monitor the business impact of complex variances in prices, volumes, product mix, and other dynamic market factors. These period to period changes often include multiple hierarchical mix effects (product-mix customer-mix, channel or country mix), pricing variations, sales volumes fluctuations, and currency fluctuations. Unlike traditional manual and spreadsheet driven approaches, Vendavo Margin Bridge Analyzer delivers a highly secure & scalable, flexible (user-configured through “clicks not code”), automated and accurate approach. Now you can meet the price, volume, mix analysis requirements of your enterprises. Vendavo Margin Bridge Analyzer can be up and running in as little as 24 hours, making your pricing team more efficient and effective. Vendavo Margin Bridge Analyzer provides your management team with powerful and easy to consume insights, allowing you to gain more value from your commercial excellence initiatives while documenting and tracking realized benefits.

## KEY CAPABILITIES

### Performance KPIs

- > Margin change at any business level
- > Comprehensive business dimension analysis
- > Measure impact of pricing actions
- > Compare effects across business dimensions
- > Comparison visuals and KPI drill tables



# Vendavo® Margin Bridge Analyzer

## Flexible Price Volume Mix Set-Up

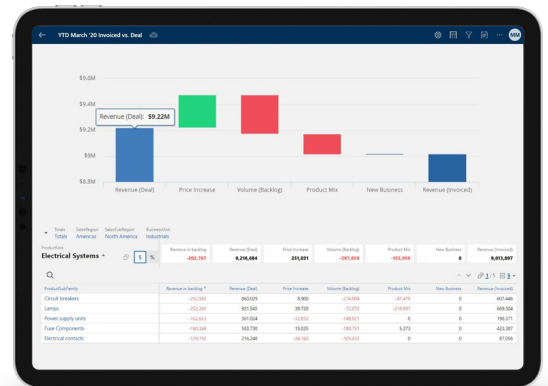
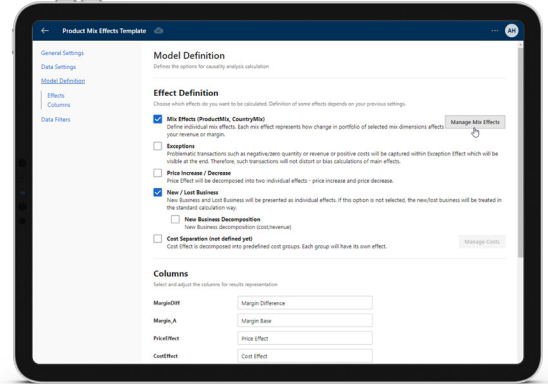
- > Sophisticated price volume mix models
- > Custom business dimension effects
- > Support for multiple models and roles
- > Configurable use cases
- > Revenue / Margin Bridge visualization
- > Comparison of data sets across different sources

## Ease of Implementation

- > Set up in as little as 24 hours
- > 'Clicks not Code' configuration
- > Easy management of price volume mix analysis
- > Access from mobile and tablet devices
- > Model configuration is 100% self serve

## Data Integration

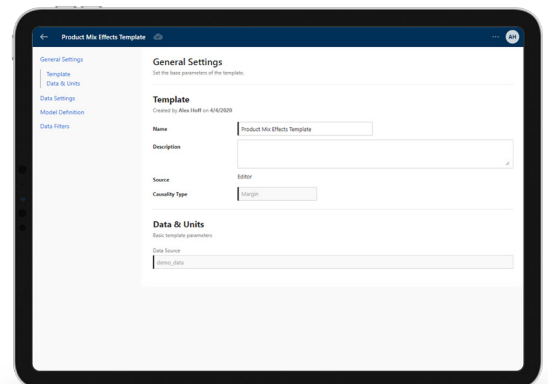
- > Standard Vendavo data adapters
- > Data transformation and loading
- > Flexibility to upload structured data from external data sources (flat-file csv format)
- > Data enhancement and/or data aggregation service support available



## KEY OFFERINGS OF VENDAVO MARGIN BRIDGE ANALYZER

### Customize Model Definition

Define your own Price Volume Mix Model. Create and add custom effects based on your specific business and create multiple models to address your stakeholders' specific needs for margin performance analysis. Use Margin Bridge Analyzer to flexibly configure your own sophisticated Price Volume Mix Models ('clicks not code'). Transform your data into an easy-to-consume visualization of revenue or margin changes with granular breakdowns of underlying effects aligned with your business needs.



# Vendavo® Margin Bridge Analyzer

## Analyze and Compare Datasets

Enable upload and Price Volume Mix decomposition of different datasets and the combination of data from different data sources.

## Powerful Insights and Advanced KPIs

Enable Price Volume Mix analysis on any slice of the business. Flexible benchmarking allows comparison of multiple business slices side-by-side. Identify and track under-performing business areas, provide outputs and additional performance metrics to understand the size and value of the problem or opportunity.

## Data Readiness Requirements

By simply supplying your transaction history per data input template, Vendavo Margin Bridge Analyzer can be easily configured by a user to run all kinds of price/volume/mix analyses.

Structured dataset that includes date, unit of measure, currency, product, customer, quantity, revenue and optionally cost (if you want to do margin as well as revenue analysis). It is recommended to also provide relevant dimensions or attributes, i.e. product hierarchy, customer hierarchy, sales org or geographical hierarchy, or any other pricing relevant attributes to enable meaningful multidimensional root-cause analysis.

