

Grundfos Accelerates Their Journey Toward Commercial Excellence



Grundfos Holding A/S is a global pump manufacturer that supplies pump solutions for buildings, water, and industrial applications. Headquartered in Bjerringbro, Denmark and founded in 1945, Grundfos is committed to pioneering solutions for the world's water and climate challenges and improving the quality of life for people. Grundfos is represented by more than 100 companies in 60 countries, employs more than 19,000 people, and sells approximately 18 million pumps per year.



Challenge

For the last decade, Grundfos has been strategically focused on improving their global pricing governance model. Before partnering with Vendavo, Grundfos was facing increasing competition, dynamic markets, suboptimal internal pricing processes, a rapidly growing mix of product variants, and a disconnect between field and corporate pricing.

To meet these challenges and foster continued growth, Grundfos invested in Vendavo Profit Analyzer. Grundfos needed to move from excel spreadsheets and human price administration, to strategic, intelligent pricing analytics with a high degree of automation, accuracy, transparency, compliance, and pricing visibility.

Solution

Before partnering with Vendavo, Grundfos evaluated sales numbers and margins manually within their finance system.

Today they have an automated system that provides transparency and moved the pricing conversation from the finance team to the sales team. They are able to drill up and down between multiple dimensions to see product, customer classification, customer levels, and customer hierarchies. They are now able to have conversations about margins and prices on specific products and customer types.

With Vendavo, the sales team is empowered to focus on value-add selling instead of resorting to selling by price. Vendavo offers Grundfos a solid foundation for insights on pricing, enabling the team to analyze and slice the data without effects on customer pricing. Additionally, Vendavo allows Grundfos' divisions to determine pricing and commercial terms for customers.

Grundfos is committed to continuously improving the way they serve their customers. Vendavo is providing the infrastructure, transparency, and guidance Grundfos needs to foster agility and commercial excellence.

Benefits

- More transparency into revenue, margin, and pricing for the sales and finance teams
- Empowering sales to focus on value-added selling instead of resorting to selling by price
- A pricing infrastructure that fosters agility and the ability to quickly act
- Moved the pricing conversation from the finance team to the sales team
- The ability to drill down into product hierarchy, customer classification, customer levels, customer hierarchies, etc.

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Vendavo is not just software. We rely on Vendavo for consultation, technical implementation, and guidance.”

– Jesper Olesen

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About Vendavo

Vendavo's AI-embedded Pricing and Sales solutions power the shift to digital commerce for the world's most demanding B2B companies, unlocking value, growing margin and accelerating revenue. With the Vendavo SaaS Commercial Excellence platform and our best-in-class CPQ and price optimization solutions, they develop dynamic customer insights and optimal pricing strategies that maximize margin, boost sales effectiveness and improve customer experience.

Vendavo has headquarters in Denver, with offices in the UK, Germany and Sweden.

For more information, please visit <http://www.vendavo.com>