

Emerson Delivers Fair, Trusted Pricing with Profitable Results



Founded in 1890 as a manufacturer of electric motors and fans, Emerson today is a multinational Fortune 500 process industry automation provider and supplier. They are a global technology and engineering powerhouse focused on making the world healthier, safer, smarter, and more sustainable. As a global innovator in process automation, the company solves some of the most complex challenges for customers across the industrial, commercial, and residential industries.

Emerson's innovative nature permeates every area of the company, including in their global business processes and systems team which supports the company's sales, pricing, and invoicing functions. They represent some of Vendavo's earliest adopters in price optimization – first implementing the solution in 2005.

Challenge

Emerson has an extensive product portfolio and maintaining the right price that is both fair for customers and profitable for the company has been an ongoing effort at the growing company for nearly 30 years.

As a technology and software partner to so many, Emerson recognizes the foundation for strong customer relationships is trust. Fair pricing is critical to that end and to deliver it, they needed to raise the level of awareness for the pricing function across the company and understand optimal price in comparison to competitors and market demand. They also needed the ability to pivot quickly when circumstance calls, as it did through the Covid-19 pandemic.



"Being an early adopter of Vendavo has been beneficial for us at Emerson. The company has been able to take our feedback and lessons learned into account in their product enhancements, making it a useful tool for all of their customers."

– Catherine Hedermann,
Global Business Excellence Manager



Solution

To meet these needs, Emerson has implemented various Vendavo pricing solutions across 29 different internal teams, and they have been game changers for the Emerson's global enterprise strategic marketing team . The solutions help them understand both opportunities and risks for pricing across Emerson.

With Vendavo price optimization, Emerson has a better understanding of customer preferences, challenges by country or region and industry. They also gain important insights on price realization, a particularly important metric for a company of their size in the sensitive-to-change industry of processing. They can easily see which products rise per industry.

Using Vendavo Intelligent CPQ, the Emerson sales teams can quickly generate informed pricing quotes accurately in a way that is on-brand every time.

For fast, seamless integration and low process interruption, all solutions integrate with Emerson's Oracle.



"Since implementing Vendavo, we've seen a significant improvement in our pricing strategies and results. It's been a valuable tool for us at Emerson."

– Catherine Hedermann
Global Business Excellence Manager



Benefits

- Deliver the right price at the right time for the right customer
- Higher customer satisfaction
- Fast, accurate, consistent price quoting
- Comprehensive view of price realization by industry, brand, customer, and product line
- Timely, accurate reporting
- Straightforward Oracle integration



About Vendavo

Vendavo partners with the world's leading companies to accelerate growth and profitability, advance innovation, and build more prosperous communities. Our powerful, cloud-based, AI-powered pricing, selling, and prescribing solutions empower global manufacturers and distributors like Ford, Dell, and Medtronic to manage, optimize, and digitize their end-to-end commercial processes. But we offer so much more than software. Our proven, repeatable process, and passionate, experienced people lower risk, accelerate value, and drive profitable, unrivaled business outcomes for our customers. We are passionate about helping our customers deliver the right products, at the right prices, at the right time, for the right people.

Vendavo is headquartered in Denver, with offices in Czech Republic, India, and Sweden.

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