

# Braskem Drives Sustainable Innovation Through Pricing with the Help of Vendavo



Founded in 2002 and based in São Paulo, Brazil, with over 8,000 employees worldwide, Braskem is a leading petrochemical company. Their product range includes plastics, resins, and specialty chemicals for various industries, like construction, automotive, packaging, and textiles. The pursuit of innovation and sustainability is at the heart of Braskem's mission. As one of the largest producers of biopolymers in the world, Braskem utilizes renewable sources like sugarcane for plastic production, while striving to reduce their carbon footprint and increase renewable energy usage in their operations.

## Challenge

For Braskem, the world of pricing is a complex and challenging one. The company faces intense competitive pressure, with multiple factors and variables to consider when setting prices including market conditions, production costs, and customer demand. Not to mention, their pricing strategies need to comply with legal and regulatory requirements which are complex and

constantly evolving. Effective pricing strategies rely on accurate and up-to-date data, which can be challenging to manage when dealing with multiple sources. Pricing decisions affect multiple departments within Braskem, and communicating pricing strategies and changes effectively is crucial to ensure buy-in and successful implementation.

Braskem needed to embrace digital technologies to improve its operations, enhance customer experiences, and optimize its supply chain. Together with Vendavo, they embarked on a digital transformation journey which included implementing data analytics, automation, and other digital tools to improve decision-making, reduce costs, and increase efficiency.



"Managing pricing in a complex and dynamic business environment can be overwhelming, but with Vendavo we now have a centralized and streamlined approach that enables us to make data-driven pricing decisions. It has transformed our pricing process and allowed us to navigate the challenges we face in the market with greater agility and confidence."

– Guilherme Nosé, Pricing Coordinator at Braskem

## Solution

After a technical and functional comparison of various pricing system options, Braskem selected Vendavo due to its powerful pricing capabilities, strong customer references, and deep expertise. Vendavo met Braskem's specific business needs, setting up pricing rules and seamlessly integrating with their existing systems.

The onboarding process was smooth and involved training users on the Vendavo platform to ensure Vendavo was delivering Braskem's desired results. Following onboarding, Braskem focused on monitoring performance, making adjustments to their pricing strategies and continuously improving the platform to deliver greater value.

Vendavo helps Braskem mitigate pricing risks, comply with regulatory requirements, and ensure their pricing policies and practices are consistent across all products, customers, and geographies. Vendavo provides real-time visibility into pricing data and performance metrics, enabling Braskem to make data-driven pricing decisions and monitor pricing effectiveness.

In order to continue pushing the envelope in innovation, digital transformation and sustainability, Braskem must practice pricing and selling excellence. They are focused on building optimal pricing strategies across all product lines and customer segments to ensure long-term profitability and growth.

The team at Braskem moves with a sense of purpose and passion. Braskem understands that its success is not just about achieving its financial goals, but also about making a positive impact on society and the environment. The future for

Braskem is bright as they plan to invest in research and development, prioritize customer focus and talent development, embrace digital technologies, and integrate sustainability into its operations. By doing so, Braskem is not only driving its own growth and development but also contributing to a better world for all.



"Partnering with Vendavo has empowered us to mitigate pricing risks, comply with regulatory requirements, and consistently deliver value to our customers. By prioritizing optimal pricing strategies, we are ensuring long-term profitability and growth while making a positive impact on society and the environment."

– Guilherme Nosé, Pricing Coordinator at Braskem



## Benefits

- A central, powerful pricing system that enables Braskem to make data-driven pricing decisions and mitigate pricing risks
- Seamless integration with Braskem's existing systems, reducing the need for manual intervention
- Optimal pricing strategies across all product lines and customer segments have resulted in long-term profitability and growth
- Compliance with regulatory requirements
- Consistent pricing policies across all products, customers, and geographies
- Real-time visibility into pricing data and performance metrics enabling more informed pricing decisions
- Continuous pricing strategy improvement, delivering greater value and staying competitive in the market



## 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>