



FirstDiscovery LLC

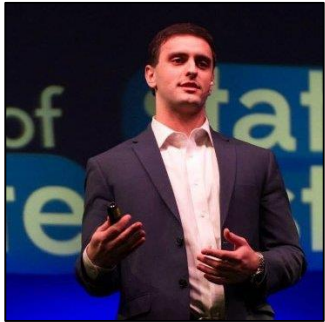
Pricing Strategy, Supply Chain, and BI Solution Services

Agenda

1	 Introductions
2	 Our Pricing Approach
3	 Tracking ROI
4	 Sample Project Timeline
5	 Next Steps

Meeting with You Today

Dan Combs Pricing Lead



Dan is a Manager of Strategic Pricing in Elsevier's Clinical Solutions business. He has extensive experience working across the pricing lifecycle from market research and price structuring to execution and operations in both B2B and B2C environments. He specializes in using pricing analytics to drive margin expansion with industrial product goods. Dan received his B.S. in Chemical Engineering from Penn State University.

Representative experience

- Led Total Price Assessment (TPA) for Fortune 250 chemicals manufacturer
 - Analyzed hundreds of thousands of transactions across 12 business lines to identify largest instances of price erosion
 - Developed financial model using advanced analytics to grow addressable revenue by 5%
- Developed Configure-Price-Quote (CPQ) technology for \$40M product suite
 - Incorporated complex logic around customer-specific pricing and product bundling discounts
 - Designed simplified back-end processes to expedite Quote-to-Cash (QtC) processing

Deb Lee Business Intelligence Lead



Deb is a consultant in Thorogood Associates' BI and Analytics practice. She specializes in developing bespoke technology solutions for consumer product companies and has a strong background in end-to-end BI solution design. Her strengths include database warehousing, systems integration, and user acceptance testing. Deb received her Masters in Biomedical Engineering from Penn State University.

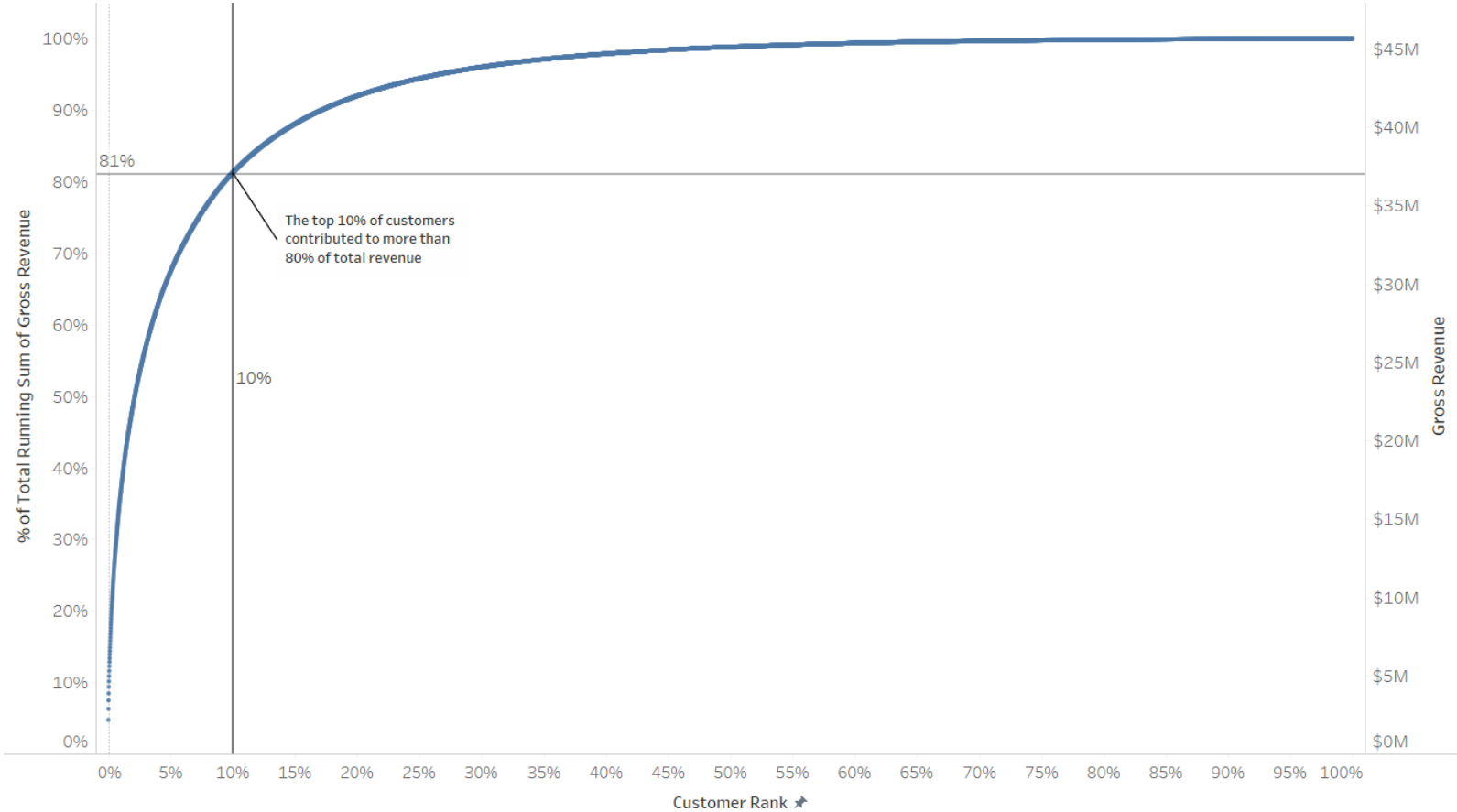
Representative experience

- Led BI solution design for Fortune 250 Health Insurer
 - Analyzed and designed 60+ dashboards to standardize forecasting, analytics, and reporting in end-to-end Tableau / Hadoop solution for C-suite executives
- Designed eCommerce and Mixed Marketing Modeling analytics models for Fortune 250 Global Consumer Packaged Goods manufacturer
 - Led development team to design SQL Server data ingestion, ETL, and reporting
 - Designed reporting suite for global eCommerce and Brick & Mortar market share forecasting
 - Optimized Mixed Marketing Modeling analytics to increase ROI across 100+ brands

Our Pricing Approach (1 of 3)

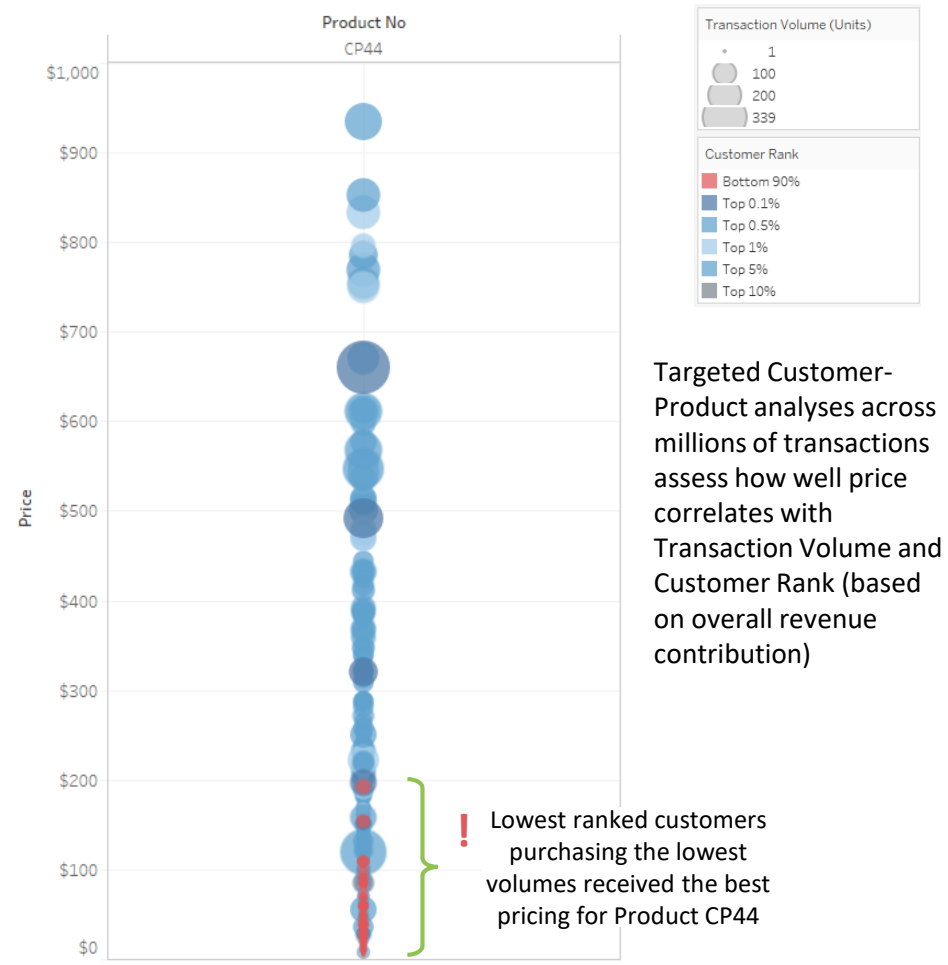
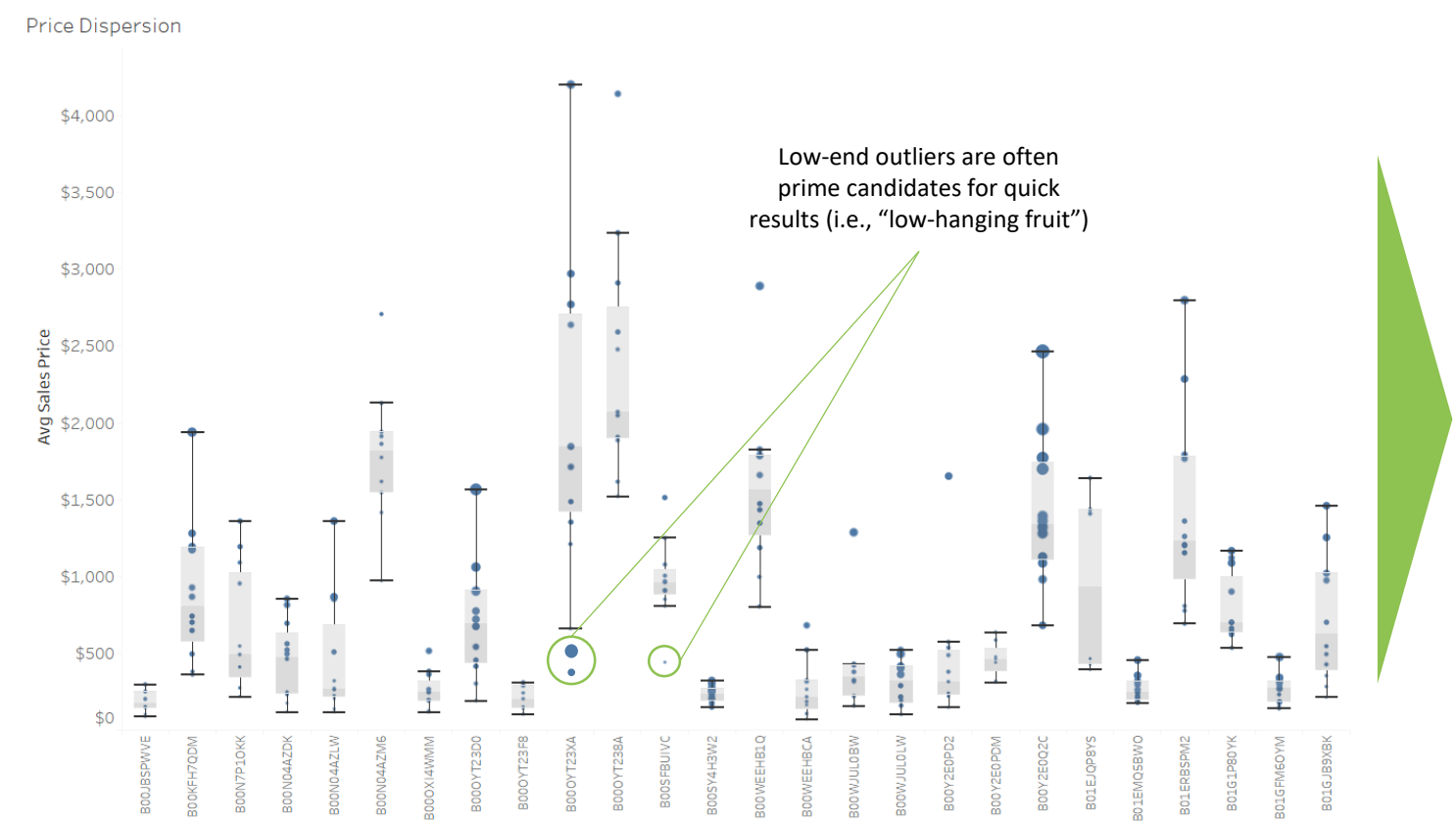
We understand that every client is unique and requires recommendations specific to their business; however, in general, we apply the following guidelines to identify opportunities for margin expansion:

- 1 Customer Pareto:** We maintain a customer-centric view from start to finish. We start by creating customer Paretos – an analysis that ranks customers based on their revenue contribution across the entire business. A customer’s rank in the Pareto helps answer the question “do your best customers receive the best pricing?” as we begin to assess variation in product pricing



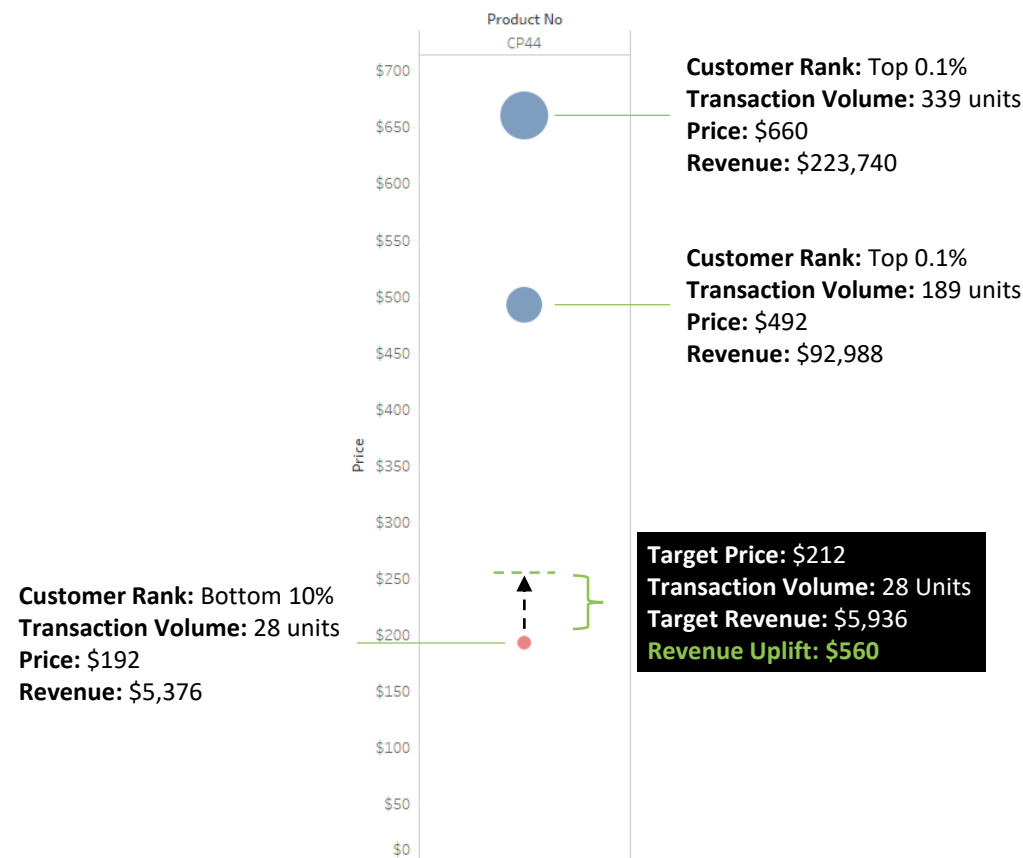
Our Pricing Approach (2 of 3)

2 Price Dispersions: Next, we create price dispersions to understand how much variability in pricing occurs across the product portfolio. The products with the highest numbers of transactions and greatest amount of price variation will yield the largest opportunities



Our Pricing Approach (3 of 3)

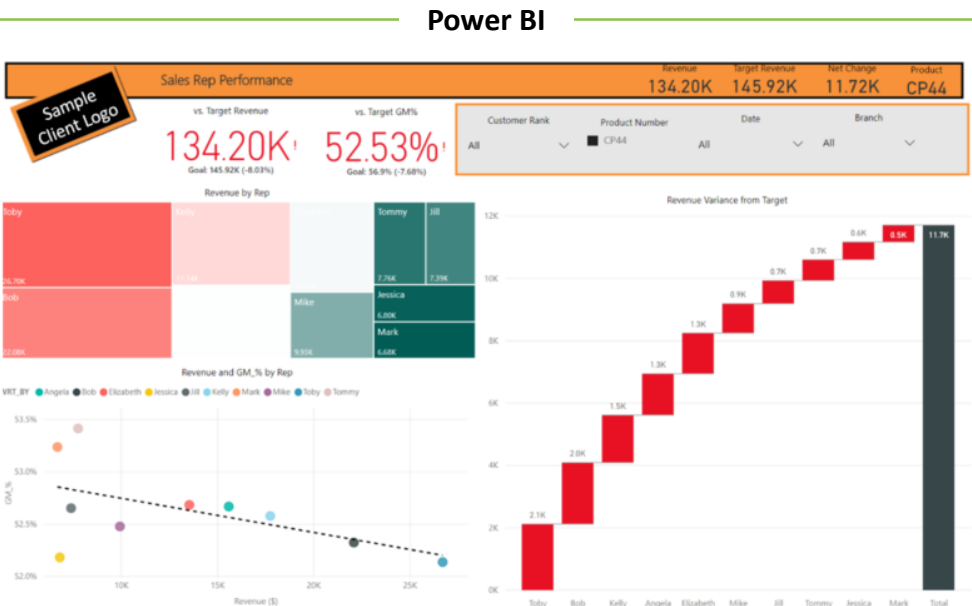
3 Uplift Calculations: The final step is to calculate where the largest pricing opportunities exist. A series of recommended price points are provided for under-priced transactions, accompanied by the resulting revenue uplift



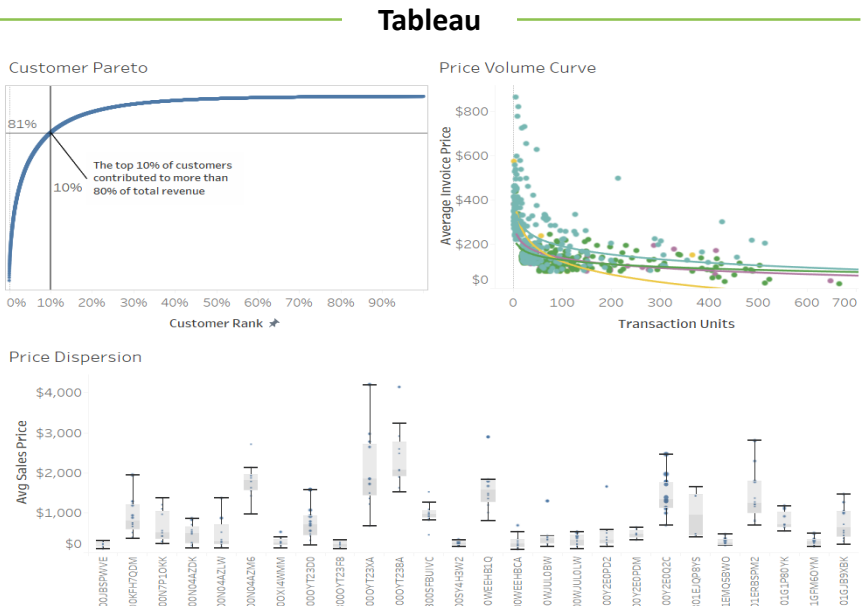
Price change recommendations utilize a number of analytical techniques, including Weighted Averages, Best Customer Analysis, and Gross Margin Percentiles to formulate a recommended price point. Further, price recommendations ensure price deltas are reasonably limited (e.g., no price increases greater than 10%)

Measuring ROI

We recommend a data-visualization software, customized by our team to provide a suite of powerful pricing dashboards, to enable ROI monitoring and inform business decisions



- **User-Friendly:** Power BI Gateway provides easy integration of data from multiple sources (databases, CSVs, etc.). Graphical user interface provides intuitive platform for users to create analyses. All functionality integrates seamlessly with Mobile App
- **Cost Efficient:** Power BI Desktop is downloadable for free, while PowerBI.com Service Pro licenses can be purchased for \$10/month/user, making Power BI one of the cheapest BI tools on the market
- **Scalable:** licenses can be added or removed at any time. Server licenses offer any user across the organization the ability to access the same analyses, providing a golden source of truth
- **Connectivity:** live connections to transactional databases enable Power BI to refresh analyses at any time without having to recreate work



- **BI Market Leader:** Tableau has consistently been a pioneer in the Gartner magic quadrant for business intelligence technologies year after year. Each subsequent release introduces new features that have led the market in terms of functionality and semantic layer data vision
- **Flexible:** Tableau's wide selection of visuals and user-authoring functionality make it a clear choice for organizations looking to bring together disparate data sources. Tableau Helper offers an ETL tool to ease the ingestion process
- **Free versions available:** Tableau Reader is available for users that only need to view reports. Users don't need to have Tableau desktop in order to view reports on Tableau server
- **Connectivity:** Tableau has no limit for extract data sizes and can be programmed to schedule data refreshes directly from servers

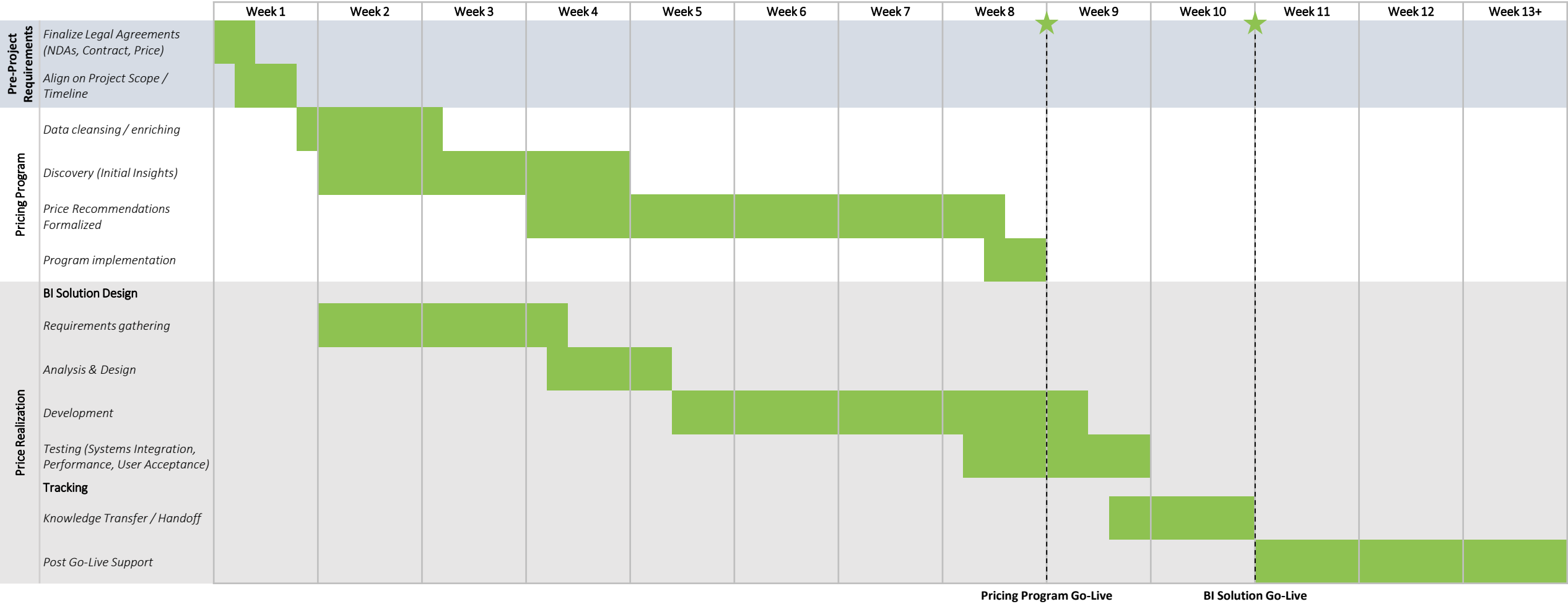
Others?

- Already working with a BI software?
- Prefer another tool not on this list?

Our team of skilled BI specialists can work with any software of your choosing!

Overview of Sample Project Timeline

Pricing analysis occurs in parallel with the development of a BI solution that can be used for tracking price realization (ROI) and adjusting product pricing as needed



Next Steps

- 1 Determine appetite for a pricing program refresh
- 2 Discuss specific business needs and technology requirements
- 3 Align on project timeline and final deliverables

For Discussion

- Client-side resource support
- Data access and legal protection (NDAs, contracts)
- Project cadence
- Fees / payment structure