

## INTRO

Improve insights into your deal levels, distributor margins, and promotions to make informed decisions on how to best manage your revenue and margins. Designed specifically to solve the complexities of doing business in the three-tier industry, our solutions fit the needs of any sized supplier.

## FEATURES

Centralized application for pricing management and execution

Align daily distributor to retail invoices with your data

Plan at the level of execution

Track depletion allowances as they accrue

## BENEFITS

Prevents outdated and/or multiple spreadsheets

Analyze performance against budget in real time pricing

Price 2.0 allows you to plan accurate margins across the three tiers with transparency and effectiveness

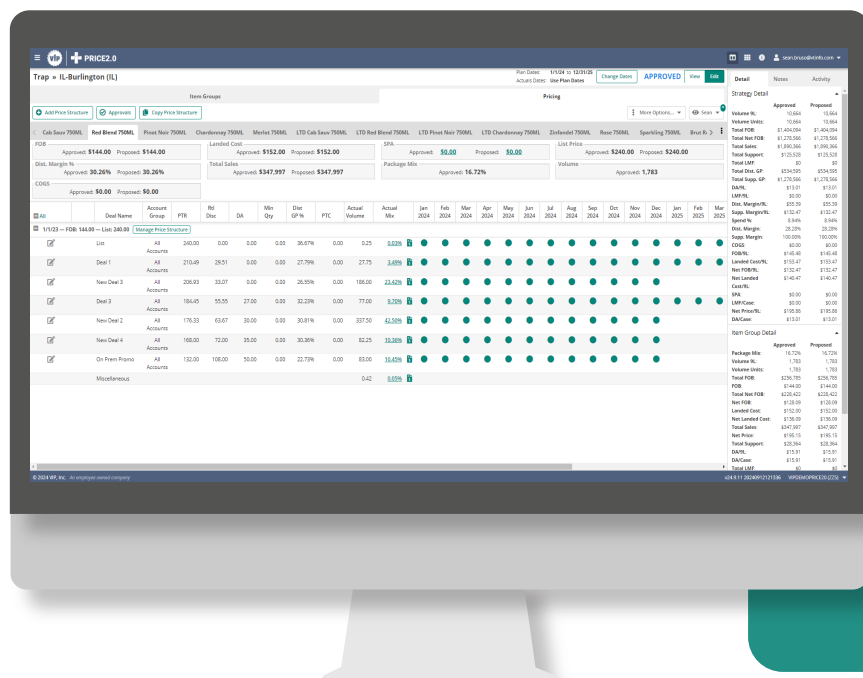
See what is happening mid-promotion and make adjustments if necessary

## INTEGRATES WITH

 **iDIG**  
Reporting and Analytics

 **PPM**  
Price Promotion Management

 **Top Sale**  
Pricing and Comparison Platform



## WE UNDERSTAND THE COMPLEXITIES OF PRICING

There are many unique challenges that suppliers and distributors face when it comes to pricing in the beverage alcohol market, including:

- Multiple channels to the end customer
- Multi-tier distribution
- A complex regulatory environment
- A diverse brand portfolio across different geographies