Model N

GAIN ACTIONABLE INSIGHTS

IMPROVE MARGINS

INCREASE RESPONSIVENESS

REDUCE DEAL CYCLE TIME

WIN MORE PROFITABLE DEALS

Deal Intelligence

Improve Margins and Deal Turnaround Time Simultaneously

The high velocity of the High-Tech and Semiconductor market and the overwhelming number of special pricing requests make it difficult for marketing and sales personnel to consistently determine optimal pricing for each transaction. According to a 451 Research study as many as 50%-60% of transactions require special pricing. According to the same study of 60 manufacturers, limited access to real-time critical data required to analyze a customer and the merits of a specific discount can cause companies to erode margins by as much as 1.5% to 2.5%.

Model N Deal Intelligence

Model N Deal Intelligence brings real-time, operational business intelligence, Artificial Intelligence (AI) and Machine Learning (ML) to the price negotiation process with advanced customer and quote analysis functionality designed for the high-tech industry. It empowers your sales and marketing staff to maximize profit from each transaction by providing interactive tools that analyze relevant customer, price, margin, win/loss, and competitive data to provide price guidance and what-if analysis at the point of negotiation. With access to real-time data, AI and ML and the ability to drill into granular transaction-level details, sales and marketing leaders and teams can evaluate more quotes faster without leaving money on the table.

Key Components of Deal Intelligence

Customer Analysis provides users with a comprehensive view of the customer account at the point of transaction, enabling sales and marketing managers to assess customer value and providing a foundation for pricing decisions. Key features include:

- **Revenue and Profitability Trends:** Shows customer revenue and profitability over time, allowing users to assess ongoing contribution to corporate objectives.
- **AI/ML:** Brings intelligent win loss and deal score insights using what if's and real revenue data.
- **Customer Comparison:** Enables users to assess top and bottom performers.
- **Customer Compliance:** Analyzes how well a customer is complying with contracts, quotes, and orders.
- **Business Analysis:** Links to all related customer transactions, providing a view of overall business activity.

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Deal Intelligence at a Glance

Select Reference Group for Special Price Request

Compare the deal and/or customer with the right peer group in real-time, through an interactive visual user interface with flexible filters.

Access Customer Value

Prevent unnecessary discounting and focus on your most valuable customers with real-time customer analysis. Compare customers to other high-value or comparable customers, assess top and bottom performers, and identify ongoing contribution to your business.

Apply Right Price

Generate price from relevant historical transactions and arm your sales and marketing teams with the ability to defend prices and handle price objection at the point of negotiations.

Maximize Deal Profitability

Maximize profit from each transaction by using Intelligent Analysis to determine the right price. Scatter charts and regression curves allow you to visually compare the proposed deal in real timeagainst historical wins/ losses and pricing policies. Intelligent comparison allows you to assess financial impact of pricing alternatives.
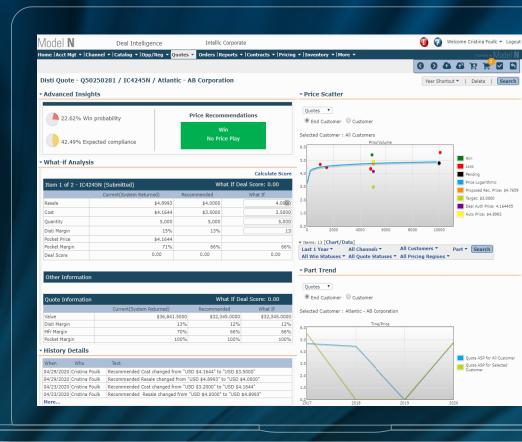
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Intelligent Analysis

Intelligent Analysis provides real-time AI/ML details and an analytical view of all relevant deal information, enabling sales and marketing staff to maximize potential for winning more deals and maximizing profit for each transaction while providing intelligent quoting and pricing decisions. Key features include:

- **Predict Win Probability:** Visually compares what-if analysis real-time against historical wins, losses and pricing compliance.

- **Price Recommendations and Guidance:** Provides AI/ML analysis for optimal price ranges and likelihood of expected business

- **Intelligent Comparison:** Utilizes AI to compare proposed and past quotes, providing increased quoteconversions and wins.

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