

Value Management & Pricing

Deliver Profitable Products & Services



The challenges are daunting...

How can I improve my revenue by managing it more effectively?

How can I drive change from a volume-driven to a margin-driven culture?

Are we leaving money on the table – and why are our margins eroding?

Are we investing in the right new products?

Is our process for setting and managing prices effective and efficient?

...but the right processes will unleash hidden profits.

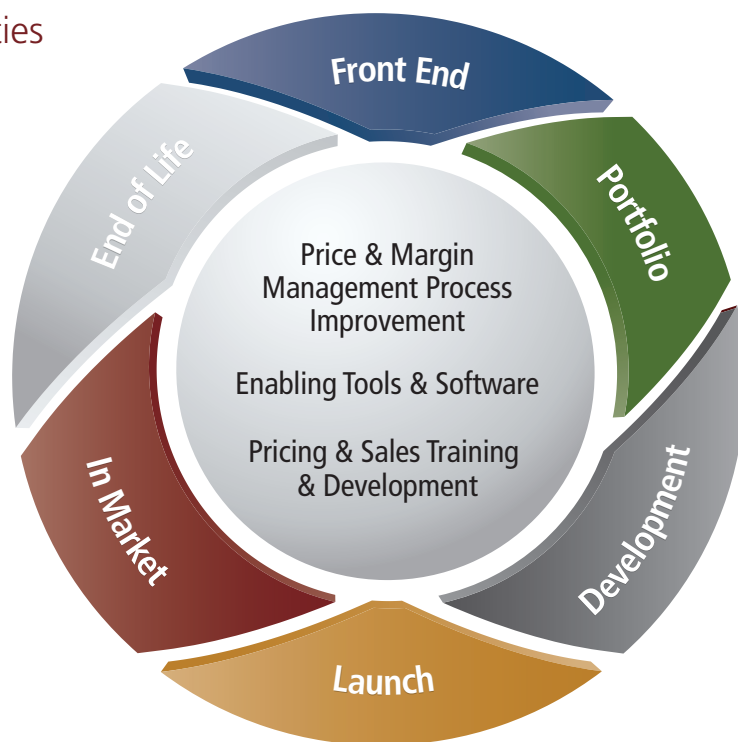
For today's businesses, effectively managing revenue is the key to avoiding continued margin erosion. Actively evaluating, setting and monitoring pricing, discounting and cost-to-serve management policies are critical to finding hidden and eroded margin. This same approach applies when identifying new areas for innovation and evaluating when and where to invest in new product development.

Kalypso's Value Management and Pricing practice helps companies deliver on the promise of innovation by creating and capturing maximum value from their product and service portfolio. Our team works with companies to accelerate their ability to realize incremental profit growth across the product lifecycle using value-based pricing, margin management and complexity reduction strategies, processes and tools.

Value Management & Pricing Capabilities

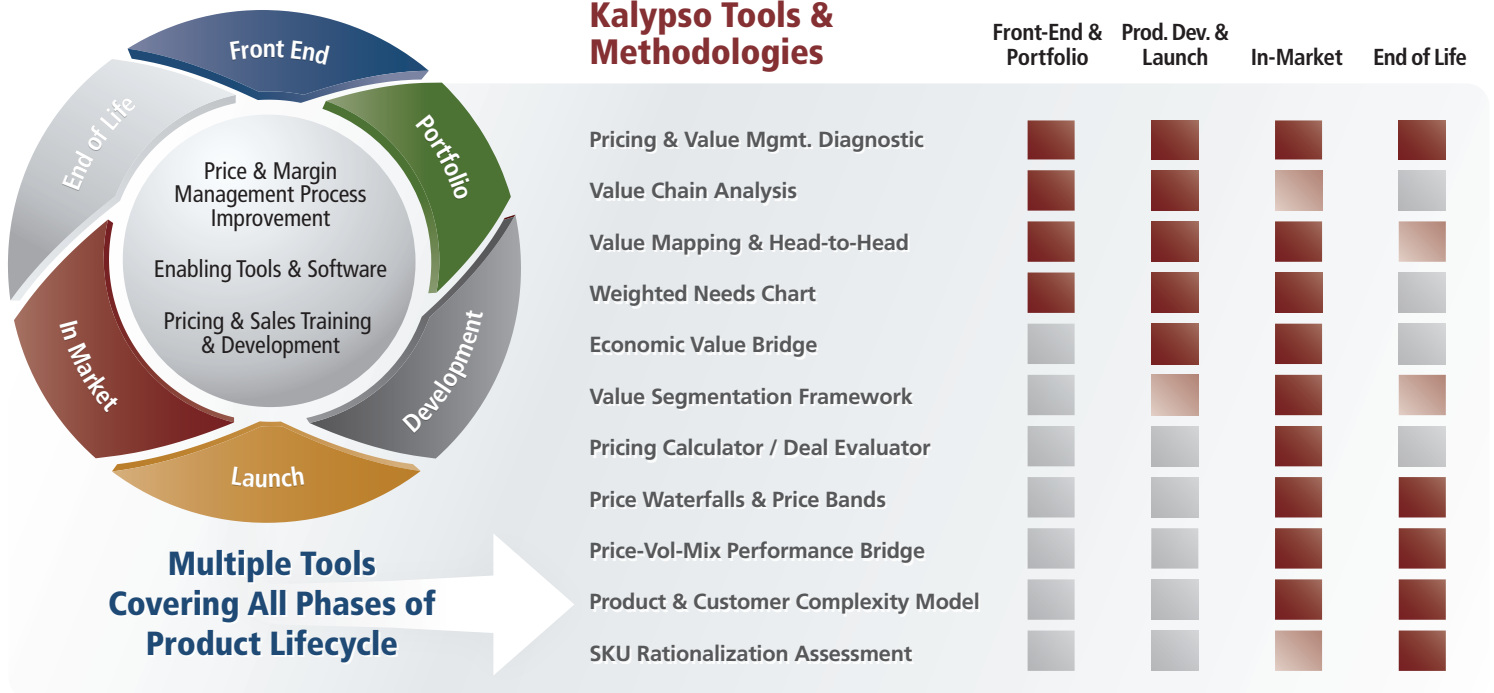
Kalypso helps companies bring analysis and process rigor to their project selection, product development and commercialization strategies throughout the product lifecycle in:

- **Front End of Innovation:** Evaluation of product concepts to build and validate a market differentiated value proposition
- **New Product Development Portfolio Management:** Informing portfolio decision making with risk-adjusted portfolio value metrics
- **New Product Development:** Assessment of market and competitive environment, product valuation and value pricing
- **Product Launch:** Establishing new product introduction strategies including market positioning, list pricing and discount policies
- **In-Market:** Optimization of commercial performance including value selling, segmentation, account negotiation and managing transactions
- **End of Life:** Complexity management including product, brand, customer and supplier rationalization



Connecting Value Management & Pricing with Product Lifecycle Management

Kalypso has deep experience in accelerating and maximizing value capture across all aspects of innovation, providing pricing and margin management strategy, tactics, tools and change leadership.



Our team works with your organization to develop and implement a strategy to:

- Focus on the right product portfolio mix in the product development pipeline as well as in-market
- Set the right price for new and existing products
- Improve margin and revenue quality, while reducing leakage, by upgrading deal execution processes
- Optimize profit with effective segmentation and offer tiers
- Expand product and service margins with value pricing
- Recover cost increases with well-designed and executed price increases

Kalypso's Value Management and Pricing team has proven experience across a range of industries, systemically improving profit performance through better pricing and value management across the product lifecycle. Our proprietary tools, focus on organizational change, and deep knowledge of price and margin management software and decision support tools help our clients enable pricing excellence and performance management to deliver profitable, sustainable results.

About Kalypso

Kalypso is the world's premier innovation consulting firm, helping clients improve performance, drive profitability and create sustainable results by delivering on the promise of innovation. The people of Kalypso are leading business professionals who combine unparalleled expertise in innovation, product development, and product lifecycle management (PLM) with a depth of experience in the consumer goods, high technology, manufacturing, life sciences and retail industries.

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