

Driving consistent profitable growth is easier with White Cup Pricing

White Cup Pricing

It's no secret that the distribution industry has always operated on razor-thin margins. A distributor's biggest profit loss comes from a lack of command and control over pricing strategies. When you consider the sheer volume of product cost changes as well as the multiple people involved in the sales process deciding customer pricing on a one-off basis, it's plain the challenge of maintaining price and margins. The result is distributors are operating with a dangerous blind side.

White Cup Pricing, powered by epaCUBE, the industry-leading pricing and segmentation experts, provides a straightforward path through complicated pricing data and creates a solid foundation to increase profits year over year. It's a data-based solution that creates a pricing strategy that's nimble and flexes with your specific business needs.



Coach sales team to minimize overrides based on hard data



Proven 10X+ ROI with White Cup Pricing customers



Comprehensive training and guidance yields early buy-in and rapid adoption



Eliminate 'gut-instinct' pricing decisions with data-driven decisions



Pricing recommendations are transparent, not a black box, giving more control over price changes to fit your unique business

White Cup Pricing. A straightforward path to revenue improvement.

White Cup Pricing helps distributors make sense of **pricing and customer data** with a high degree of accuracy and flexibility that leads to **long term success**.

Increase profitability:

White Cup Pricing identifies profit opportunities at the customer and product levels based on historical data combined with built-in best practices.

Deliver excellence:

White Cup Pricing allows for validating and adjusting the pricing recommendations based on a customer's unique business challenges. A clear price floor and ceiling are established for customer-level decisions that won't erode margin while offering a competitive price.

Increase revenue:

Quickly visualize opportunities for revenue improvement through optimized pricing based on analytics, not guessing or "gut feeling."

Increase visibility:

Easy-to-read dashboards clearly illustrate how price, margin and profit are performing week over week.

White Cup Pricing Customer Results, by the Numbers:



ROI on average in first 12-months of implementation



GROSS PROFIT IMPROVEMENT on average



In new profit on average

White Cup Pricing Product Features

- **Easily visualize opportunities for gross profit improvement** based on historical data and best practices, removing guesswork in price setting
- **Flexible pricing recommendations** designed to include the nuances of your specific business creating more focused, customized price recommendations
- **Run “what if” scenarios quickly** to forecast the impact of potential pricing options to find best-case pricing
- **Establish pricing guardrails** based on a statistical floor and ceiling to provide sales teams with flexibility without giving up profit
- **Understand customers’ needs** with customized segmentation that shows your best and worst customers to provide discounting guidelines
- **Pricing and segmentation advisors help build the foundation** with a 3-month training period where we teach long term strategies for continual price improvement
- **Designed for rapid adoption** using time-tested methods to gain early wins and ROI boosting user and stakeholder adoption
- **Proven 10X ROI** is typically seen in the first 6-8 months after implementation
- **Built-in best practices** software includes current strategies on best pricing and segmentation practices.

White Cup Pricing Advisory Program:

We won't give you a fish.
We'll teach you how to fish.

Included in your subscription is a 3-month training program with our Advisory Team of pricing and segmentation experts from epaCUBE, the analytic power behind White Cup Pricing. During this advisory period, they will collaborate with your team to develop a pricing and segmentation strategies based on your unique business needs. Weekly meetings are designed to monitor and adjust pricing decisions and provide hands-on training for your team to continually improve the pricing process. Additionally, we'll teach best practices along the way, setting the team up to for long term success.

Uncovering actionable insights is easier with revenue intelligence you trust.

Say hello to MITS BI, the Business Intelligence tool companion to White Cup Pricing that shines an even brighter light on opportunities to improve your revenue performance by capitalizing on sales trends, improving the sales process, and creating satisfied customers. To learn more, visit www.whitecupsolutions.com

About White Cup

White Cup offers revenue intelligence solutions specifically designed for the distribution industry. Our software connects data across critical business systems, reveals industry-specific analysis, and provides the tools needed to take action for revenue improvement. With decades of industry experience, White Cup is trusted by more than 1,000 customers globally.

To learn more, visit whitecupsolutions.com