Price Optimization Solutions

Maximize revenue through science

Q1 2022 CONSTELLATION SHORTLIST

The Constellation ShortList™ presents vendors in different categories of the market relevant to early adopters. In addition, products included in this document meet the threshold criteria for this category as determined by Constellation Research. This Constellation ShortList of vendors for a market category is compiled through conversations with early adopter clients, independent analysis and briefings with vendors and partners.

ABOUT THIS SHORTLIST

Price optimization solutions allow organizations to predict how buyers will react to different price points and pricing models. These optimization models often use big data, predictive analytics, machine learning and artificial intelligence tools to craft initial pricing, promotional pricing, discount pricing and substitute pricing. Constellation estimates that the software market will be $2.35 billion by 2027 with a 16.3% CAGR.

Optimization begins with customer segmentation. Using different attributes such as channel, time of day, location, etc., math is applied to determine what constraints can be included in the optimization process. Optimization strategies can be determined by understanding the pricing problem as yield management, markdowns, list pricing, customized pricing, etc. This year’s new requirements include tighter integration with order orchestration systems and CPQ. Expect new features in 2022 to include better recommendations and next-best action.

This list mixes both business-to-business and business-to-consumer solutions. Constellation believes many of the vendors started out in one mode and have customers in the other as B2B and B2C converge to P2P networks.

LIKE WHAT YOU SEE?

Consider partnering with Constellation Research on your go-to-market-strategy. Email ShortList@ConstellationR.com for more info.

To learn more about Constellation Research Shortlists visit: www.constellationr.com/ShortList

8 SOLUTIONS TO KNOW

Constellation evaluates more than 40 solutions categorized in this market. This Constellation ShortList is determined by client inquiries, partner conversations, customer references, vendor selection projects, market share, and internal research.

- REVIONICS (APTOS)
- DEMANDTEC BY ACOUSTIC
- MODEL N
- ORACLE ADVANCED PRICING
- PROS
- VENDAVO
- ANTUIT.AI/ZEBRA TECHNOLOGIES
- ZILLIANT PRICE IQ
FREQUENCY OF EVALUATION
Each Constellation ShortList is updated at least once per year. Updates may occur after six months if deemed necessary.

EVALUATION SERVICES
Constellation clients can work with the analyst and the research team to conduct a more thorough discussion of this ShortList. Constellation can also provide guidance in vendor selection and contract negotiation.

R “Ray” Wang
Founder & Principal Analyst
R “Ray” Wang provides insight into how disruptive technologies and new business models—such as digital transformation—impact brands, enterprises and organizations. He also focuses on harnessing innovation, creating next-generation business and IT leadership, and applying the new rules of business. Wang has held executive roles in product, marketing, strategy and consulting at companies including Forrester Research, Oracle, PeopleSoft, Deloitte, Ernst & Young and Johns Hopkins Hospital.