

- PRICING

Start with one pricing process. Expand when it creates value.

Pricedentity is introduced process by process. Start with the pricing work you want to automate today and add Digital Pricing Colleagues as your needs evolve.

✓ No large upfront platform implementation required.

• HOW PRICING WORKS

From pricing process to Digital Pricing Colleague

01 Design →

Pricing Process & Automation Design

Map and prioritise the selected pricing processes, define process boundaries, automation opportunities and high-level information and interface requirements.

€5,000–€10,000

One-off

Shared initial work for Standard and Advanced processes, depending on the number and scope covered. Complex processes are scoped individually.



02 Build →

Build & Setup

Each selected pricing process is implemented as a Digital Pricing Colleague, combining the specialised AI agents required to execute it.

Detailed configuration · agent design · process logic · testing · deployment

Standard process **€10,000 one-off**

Advanced process **€20,000 one-off**

Complex process **Individual scope**

✓ **First 6 months of usage after go-live included for Standard and Advanced processes.**



03 Use & Expand

Ongoing Usage

Continue with the Digital Pricing Colleagues that create value and add further processes as your needs evolve.

Standard **€1,000 / month / process**

Advanced **€2,500 / month / process**

Complex **Individual pricing**

Platform usage, maintenance and updates included.

All prices shown are indicative and exclude VAT. Final pricing depends on the agreed scope and technical requirements.

• PRICING LEVELS

Pricing follows process complexity — not the number of AI agents.

A Digital Pricing Colleague can combine multiple specialised AI agents. Pricing is based on the complexity of the pricing process being automated, its decision logic, data requirements, workflows and required connectivity.

STANDARD

€10k

Build & Setup · one-off

€1k / month / process

✓ First 6 months of usage after go-live included.

Best suited for clearly defined pricing processes with:

- ✓ Defined process and output
- ✓ Defined business or calculation rules
- ✓ Agreed data inputs
- ✓ Limited workflow complexity
- ✓ Simple, predefined input and output interfaces

ADVANCED

€20k

Build & Setup · one-off

€2.5k / month / process

✓ First 6 months of usage after go-live included.

Best suited for pricing processes involving:

- ✓ Contextual reasoning
- ✓ Multiple defined information sources
- ✓ More sophisticated pricing or decision logic
- ✓ Approval, alert or escalation workflows
- ✓ More complex process orchestration

COMPLEX

Individual scope & pricing

Design, Build & Setup and included usage defined around your process.

For pricing processes involving:

- ✓ Complex system integrations
- ✓ Significant data engineering
- ✓ Extensive custom decision logic
- ✓ Multiple organisational structures or markets
- ✓ Complex roles, permissions or workflows
- ✓ High technical or operational complexity

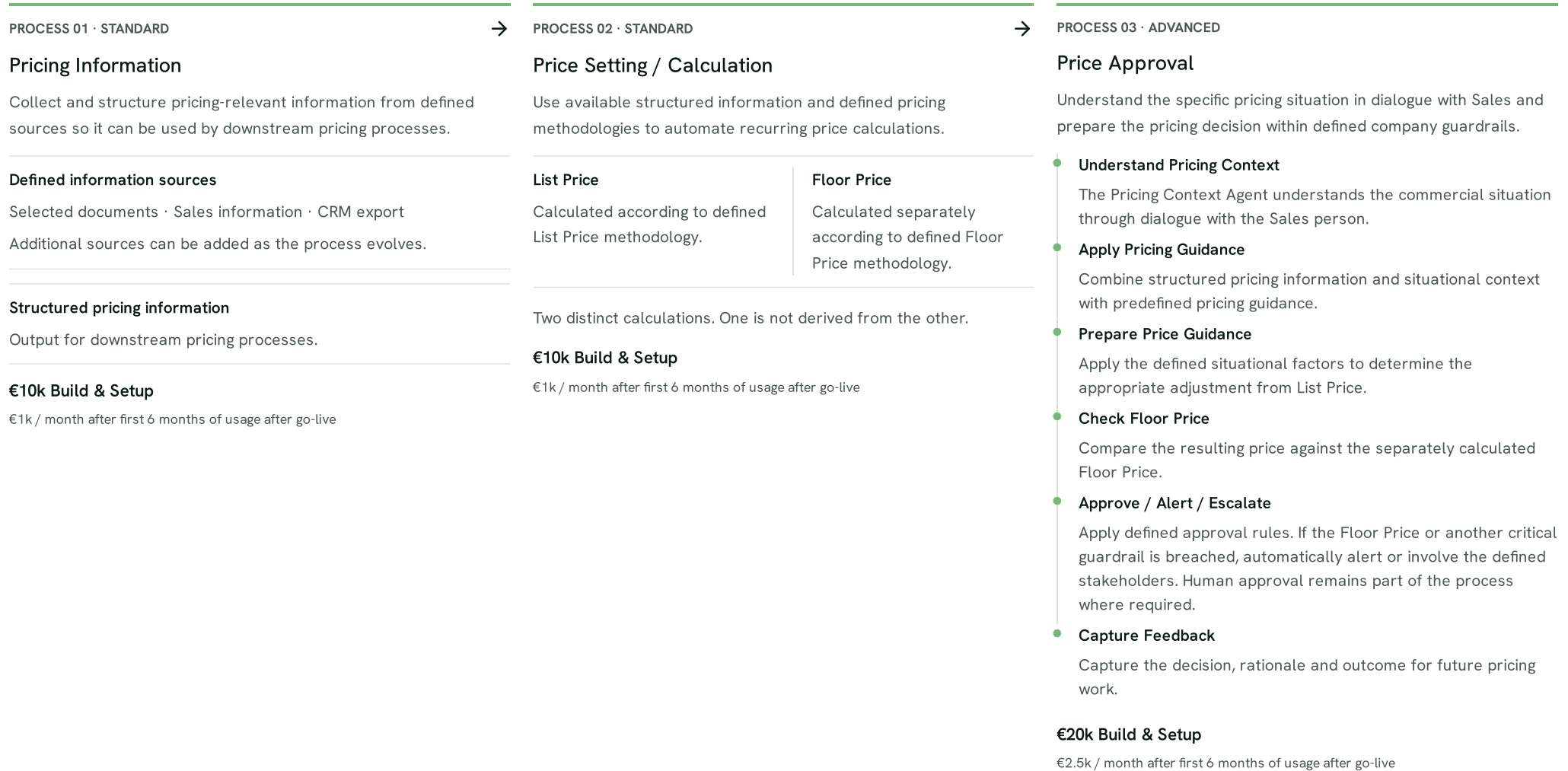
Standard and Advanced Build & Setup include the first 6 months of usage after go-live. Ongoing pricing starts after this included usage period. Included usage for Complex processes is defined in the agreed scope.

• A CONNECTED EXAMPLE

What could this look like in practice?

One company. Three connected pricing processes. Three Digital Pricing Colleagues.

Illustrative example based on clearly defined data sources, interfaces and pricing logic.



Illustrative investment

For the three-process example above:

Pricing Process & Automation Design	€5k–€10k
Pricing Information — Build & Setup	€10k
Price Setting / Calculation — Build & Setup	€10k
Price Approval — Build & Setup	€20k

Initial investment

€45k–€50k

✓ Includes the first 6 months of usage after go-live for all three processes.

€4.5k / month

Ongoing after 6 months of usage after go-live

Assuming all three Digital Pricing Colleagues remain active.

You don't have to start with all three.

Customers can start with one selected pricing process and add further Digital Pricing Colleagues over time.

• DATA & INTEGRATION SCOPE

Clear scope. Controlled integration complexity.

The effort required to automate the same pricing process can vary significantly depending on how data is made available and how results need to be returned. We therefore define input and output interfaces explicitly before implementation.

Within the defined process scope

- ✓ Agreed data sources
- ✓ Agreed structured inputs
- ✓ Defined unstructured information sources
- ✓ Defined process logic
- ✓ Defined outputs
- ✓ Agreed workflow and user interactions
- ✓ Maintenance and updates within the agreed scope

Scoped separately where required

- + Complex ERP / CRM / CPQ integrations
- + New or materially changed source-system integrations
- + Significant data preparation or data engineering
- + Custom real-time interfaces
- + Complex write-back into source systems
- + Additional systems or data sources outside the agreed scope
- + Major extensions of process or decision logic

The objective is to start with the simplest viable integration and expand connectivity where it creates additional value.

- BUILT TO EVOLVE

Start small. Expand process by process.

1 Process → 2-3 Connected Processes → Pricing Operating Platform

Digital Pricing Colleagues can be added as new automation opportunities emerge. This allows companies to build their pricing automation capability step by step instead of committing to a large transformation upfront.

Expand only where it creates value. A full platform is an option, not a requirement.

- YOUR FIRST PROCESS

Which pricing process would you automate first?

Let's identify a clearly scoped pricing process and assess what a Digital Pricing Colleague could take over.