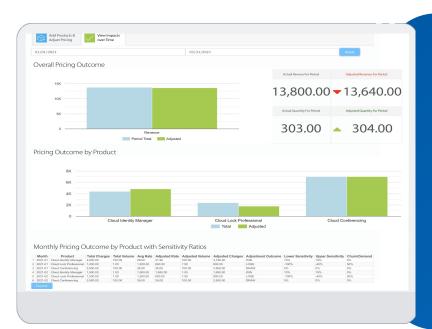
BILLINGPLATFORM INNOVATION LAB



Pricing Simulator

Helping you make informed pricing decisions

The pricing simulator lets you quickly and easily simulate the revenue impact of new pricing models or price changes across a mix of products or packages.



- Leverage built-in reporting tools to aggregate usage and revenue data from past periods
- Collect and then configure product-level pricing thresholds and market tolerance measures to inform pricing decisions
- Use the Pricing Simulator across any number of products to preview the impacts of your price changes in real-time and compare the impacts of those changes to prior invoicing periods

Using the tool is as easy as:

- → Drag and drop products into the simulator
- → Adjust pricing to see the impacts in real-time based on a pricing sensitivity matrix
- → Assess whether this pricing strategy is a WIN, LOSE or DRAW at a macro and product level
- → View the consumption and pricing impacts along with the configured pricing sensitivity data
- → Export the details to excel for future reference and analysis

								+	O H	enry Ford		
Pricing Simulator Dashboards								Bi			illingPlatform	
Add Products & Summ Pricing	nary & Impact v											
CLoud	Q		PERCENTAGE		NAME	ADJUSTED RATE	ADJUSTED VOLUME	ADJUSTED CHARGES	AVG RATE	TOTAL CHARGES	TOTAL VOLUME	ADJUSTMENT OUTCOME
Cloud Recording Storage N-cloud Infra Pro		×	10%		Cloud Identity Manager	1650	1	1650	1500	1500	1	► WIN
Cloud Revenue Commitment		×	-50%		Cloud Lock Professional	600	1.5	900	1200	1200	1	✓ LOSE
		×	0%	B	Cloud Conferencing	35	100	3500	35	3500	100	DRAW

Make informed decisions about one of the most important aspects of your business—pricing—with the Pricing Simulator from BillingPlatform

Learn more about BillingPlatform's Innovation Lab: <u>www.billingplatform.com</u> or contact us <u>innovation-lab@billingplatform.com</u> © 2021 BillingPlatform Corp. All rights reserved.