#### Entscheidungsbereiche des Pricings

#### Entscheidungsbereiche des Pricings Pricing Entscheidungen Sping Wilseam Printing Strategie Principles Independent Action Preissegmentierung Danisproise Whitemamanagement Pricing-Organisation Preistargeting Preiodurchsethung Methodenentscheidungen IT-IUnterstützung Preligios/Bonienung PersonwillOhrumg Premiandeningen temportime: Pricing-Systems Presidenteningen.

#### Digitalisierung des Pricings

Informations-

#### Einfluss der Digitalisierung auf das Pricing

# • Preismonitoring durch Crawler u.a. • Sementierung & Targeting in Reatzeit • Verknügfung mit anderen Systemen (CRM, ERP, etc.) • Verarbeitung großer Datensätze • Kontextgesteuerte Preissetzung entlang der Gustomer Journey

#### Optimierung + Automatisierung v. Preisprozessen

- Preisoptimierung und -management (Margenlecks, Simulation von Preisanpassungen, Bewertung Profit Impact, u.a.)
- Promotion
   Management
- CPQ
   Revenue
   Management
- Tender Managent

#### Neue Bezugsgrößen und Erlösmodelle

- Neue Preis-Bezugsbasen und -Metriken ("power by the hour", "pay on availability", "pay for performance", etc.)
- Dadurch mehr Spielraum für Preisöfferenzierung. Gross- und Upseffing

#### Dynamic Pricing. Anpassbarkeit von Preisen

- Gesunkene Preisanpassungskosten (eCommerce, elektr. Preisetiketten, etc.)
- Steuerung und Anpassung von Preisen durch Algorithmen in Realizeit
- Potential durch weitere Anpassung an Preiskontext



ALD:

# <u>Grundlagen Unternehmungsf Hrung Einf Hrung</u> <u>Managementlehre Esvbasics</u>

**Jicheng Xie** 

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