

Oracle Advanced Pricing



Oracle® Advanced Pricing is the application that consistently executes complex pricing for maximum profit. Advanced Pricing is a key component of the Oracle CRM and SCM solutions, the integrated suite that drives profitable customer and supplier interactions.

KEY BUSINESS BENEFITS

Increase value through improved pricing communication and simplified setup

- Easily create and distribute Price Books to customers and partners
- Leverage TCA Party Hierarchy to enable targeted pricing strategies
- Reduce the number of price and adjustments using Hierarchical Product Categories
- Enable shared services for Pricing Security
- Support pricing setups for Telecommunications Industry

KEY FEATURES

With Oracle Advanced Pricing you can

- Execute flexible pricing
- Enforce pricing compliance
- Reduce pricing maintenance costs

Implement Flexible Pricing to Maximize Profit

In complex business situations, pricing often represents a compromise between flexibility and ease of execution. Simplistic pricing leaves money on the table because it fails to capture all of the variables that affect your business. Yet more flexible pricing structures that have the potential for higher profits can be difficult and expensive to execute. Oracle Advanced Pricing solves this quandary by automating execution and enforcement of even the most complex pricing strategies.

With Oracle Advanced Pricing you can:

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Execute Flexible Pricing

Oracle Advanced Pricing lets your business easily implement even the most complex and volatile pricing strategies.

Configurable Rules and Components Implement Any Pricing Strategy

Oracle Advanced Pricing enables companies to quickly define and implement sophisticated pricing strategies to meet changing business requirements. With Advanced Pricing's flexible setup framework, you can model even the most complex pricing scenarios. The application provides a simple process for creating pricing strategies and defining and categorizing pricing rules. It allows you to easily add controls such as timeframes, quantities, or security. Advanced Pricing also offers pre-built, tailorable pricing setups to meet business-specific pricing requirements.

Multiple Currency Support Enables Global Pricing

Whether your pricing strategy is global or local, Advanced Pricing has the flexibility to implement your revenue strategy. The system supports global as well as country-specific pricing. Price list currency conversion translates prices from a base currency

using flexible criteria that can be set differently for each target currency. Unlike many systems, Oracle provides multiple conversion methods—from a simple fixed rate to complex formulas. Advanced Pricing also supports global discounts that can be made available regardless of the currency being used.

Automate Price Publishing Process with Price Books

Providing consistent pricing to various sales channels is a problem that many companies face. Communicating pricing to customers, partners and your sales force is easier with Oracle Advanced Pricing’s Price Book functionality. Supporting multiple methods of request via self-service user interface, Get Catalog XML message or API, you can generate price books for rapid deployment. Built in integration with Oracle XML Publisher enables you to create custom report layouts and include your company logo. Additionally, you have the choice of selecting publishing options that meet the needs of your business relationships. Whether you want to electronically send your price books via an XML sync catalog message, or send a printed price book report in an e-mail attachment, Advanced Pricing Price Books makes communicating your pricing easy.

Pricing Perspective Order Management Item Category Computer/Hardware/Desktop
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Focus Products	Description	UOM	List Name	Line Type	Modifier Line	List Price	Modifier Value	Net Price	Pricing Attribute	Breaks	Pricing Errors
Price Book Lines											
Computer/Hardware/Desktop	Desktop										
COMPUTER.CUSTOM											
PRODUCTN.FINGOODS											
MISC.MISC											
COMPUTER-DESKTOP											
AS18947	Sentinel Deluxe Desktop	Ea				760.00		744.80			
AS54999	Sentinel Standard Desktop - Rugged	Ea				500.00		365.00			
AS55888	Sentinel Standard Desktop - Select Series	Ea				999.00		929.07			
			QP Test - ABC Price List Line Application Software					999.00			
			QP Fall Promotion Header	Price Break	AS55888 FBH		<49.95>	949.05			
			QP Fall Promotion	Discount	3% Desktop Disc.		<29.97>	919.08			

Figure 1: Price Book On-Line Report

Enforce Pricing Compliance

Oracle Advanced Pricing polices pricing execution to ensure that you are always giving the right price to each customer.

Promotional Controls Enforce Spending Limits

Don't let promotions put you in the red. With Oracle Advanced Pricing’s promotional limit functionality, you can cut off promotional spending exactly when it reaches predetermined limits. Limits can be based on a cumulative discount amount, gross revenue of products, total quantity ordered, total units accrued, or usage of a promotion. You can monitor promotional limits, view transaction details, and track available balances. Once a limit is reached, Advanced Pricing stops the promotion from being applied to additional transactions.

Price Security Prevents Unauthorized Changes

Enforcing pricing compliance includes protecting your price list from unauthorized changes. Oracle Advanced Pricing offers extensive security rules that let you define who can view and modify prices. Administrators can set rules by role, operating unit, or user. Security rules also enforce correct pricing when customers place orders. For example, rules can ensure that only price lists and promotions available to the ordering organization will be applied. With Advanced Pricing, you have the security of knowing that your pricing information is properly protected and correctly executed.

Shared Pricing Setups Ensure Consistency Across Channels

Disparate pricing systems cost your business by allowing customers to “shop around” in different sales channels that have different prices. With Oracle Advanced Pricing, all your price information for all sales channels is maintained in one place. Advanced Pricing is fully integrated with all of Oracle’s ordering applications: Oracle iStore, Quoting, Configurator and Oracle Order Management. Whether your customer orders through your web store or by telephone with a customer service representative, pricing and promotions are executed consistently across all channels.

Reduce Pricing Maintenance Costs

Oracle Advanced Pricing allows you to define and maintain pricing and promotions without IT assistance, greatly lowering the cost of creating and modifying pricing.

Seeded Data Provides Immediate Rule Creation

Oracle Advanced Pricing enables you to implement your strategy, modify it quickly, and immediately deploy it to all sales channels. Advanced Pricing offers an extensive library of commonly used pricing data that makes it easy to configure eligibility rules. You can quickly create multi-condition rules and associate them with price lists, discounts and promotions. Advanced Pricing also leverages customer party hierarchies from Oracle TCA and Hierarchical Categories from Oracle PLM enabling changes in customer and product catalogues to immediately reflect in pricing transactions with no additional maintenance required in your pricing setups. With Advanced Pricing, your pricing can react quickly to competition, promotions, and changing business conditions.

Easy Interface Allows Business-User Configuration

When the Marketing department is starting a new promotion tomorrow, there is no time to ask IT to make pricing system changes. Oracle Advanced Pricing puts creating price configuration in hands of business users. Oracle Advanced Pricing’s graphical user interface enables business people to enter prices, create formulas, and configure discounts and promotions. Workflow-based entry screens walk beginners through every step of creating prices and common promotion types. Feature-rich forms provide denser access to the system’s capabilities for power users. Oracle Advanced Pricing makes configuring prices and promotions quick and coding-free.

RELATED PRODUCTS

Oracle Advanced Pricing is integrated with these Oracle applications to implement flexible pricing to maximize profits:

- Oracle Order Management
- Oracle Quoting
- Oracle iStore
- Oracle Channel Revenue Management
- Oracle Service Contracts
- Oracle Sales Contracts
- Oracle Inventory
- Oracle Purchasing
- Oracle CMRO

RELATED SERVICES

The following services support Oracle Main Product:

- Update Subscription Services
- Product Support Services
- Professional Services

Figure 2: Workflow guides user in creating promotion

Extensible Architecture Eliminates Customization Costs

Oracle Advanced Pricing can be easily extended to fit your business. You can create new pricing attributes based on data sourced from Oracle or third-party systems without any custom coding. When customization is required, Advanced Pricing provides open, business object-oriented API's so you can add your own custom coded functions without compromising upgradeability to future releases. With Oracle Advanced Pricing, you can configure the software to match your company-specific business processes, not the other way around.

Oracle E-Business Suite—The Complete Solution

Oracle E-Business Suite enables companies to efficiently manage customer processes, manufacture products, ship orders, collect payments, and more—all from applications that are built on unified information architecture. This information architecture provides a single definition of your customers, suppliers, employees, and products—all important aspects of your business. Whether you implement one module or the entire Suite, Oracle E-Business Suite enables you to share unified information across the enterprise so you can make smarter decisions with better information.

CONTACT US

For more information about Oracle Order Management, visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.

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