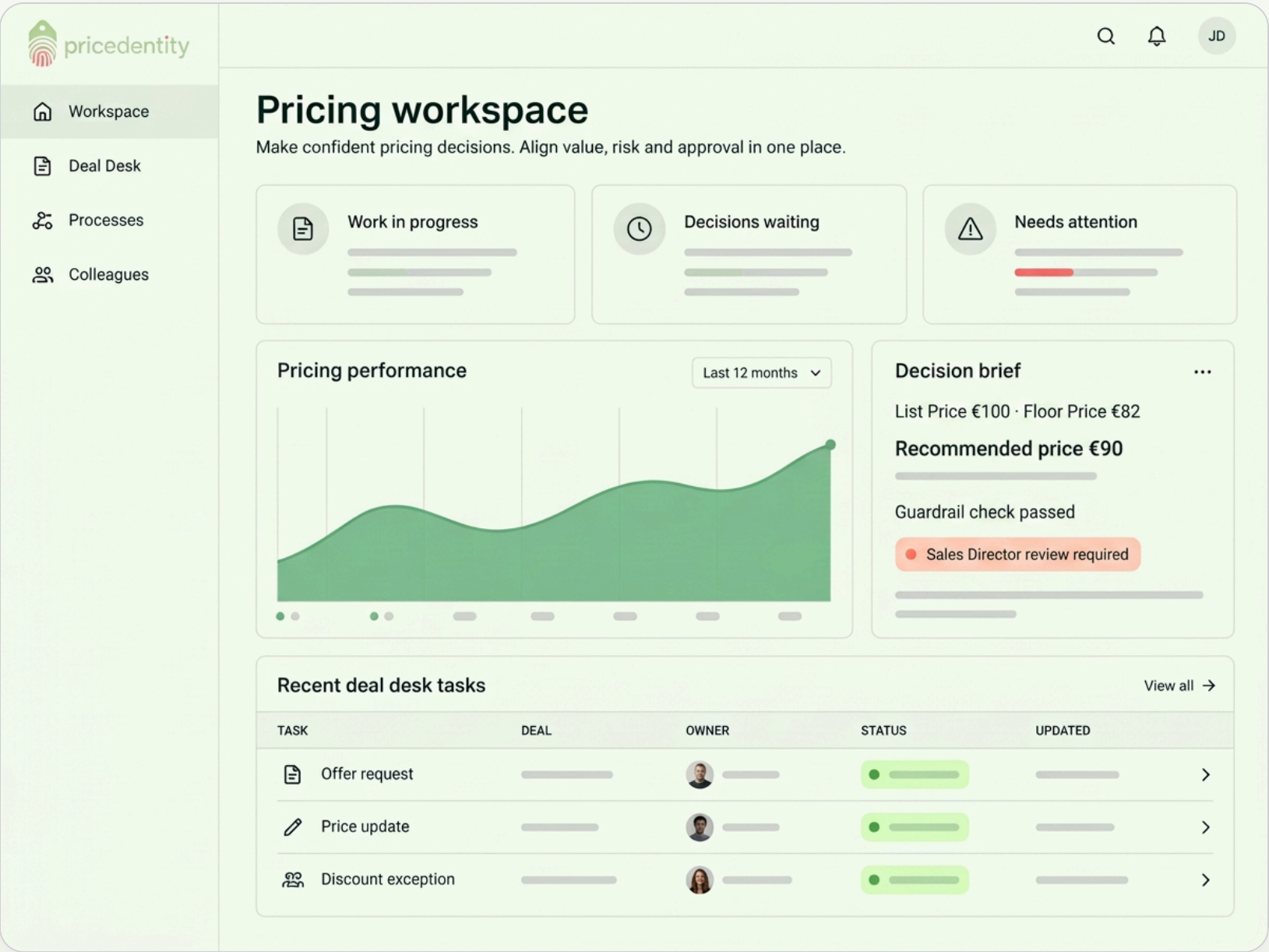


Pricedentity

Digital Colleagues for Pricing.

Pricing technology meets human context.

Bridge the gap between your pricing systems and everyday execution.



Illustrative product concept

Pricing technology exists. Execution remains fragmented.

85%

Still use spreadsheets in daily
pricing workflows

13%

Use AI directly in pricing
decisions

The execution gap

ERP · CRM · CPQ · Pricing tools · Analytics

Yet daily execution still relies on spreadsheets,
manual coordination and informal judgement.

Source: Vendavo & Copperberg, 2025 Pricing, Selling, and Profit Optimization Report. Survey findings from manufacturing and distribution organisations.

Turn implicit pricing knowledge into explicit, automatable processes.

01

Partially captured reality

Structured data and formal pricing logic capture only part of the context behind real pricing decisions.

02

Fragmented knowledge

Human judgement, exceptions and situational factors remain implicit or undocumented.

03

Disconnected logic

Models, policies and parameters evolve without systematic links to information sources or outcomes.

Companies cannot reliably automate pricing practices that remain implicit and human-dependent.

Digital Pricing Colleagues.

Defined pricing processes.

Automate pricing execution around existing systems and human decision-making.



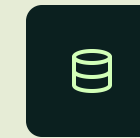
Explicit processes

Pricedentity makes information requirements, decision logic, ownership and approval rules explicit.



Digital Pricing Colleague

One colleague automates one defined process, coordinating specialised AI agents inside it.



Your team's workspace

Bring work, decisions, alerts and reviewed knowledge together for human oversight.

Built around your processes. Using the information that matters. Guided by your team.

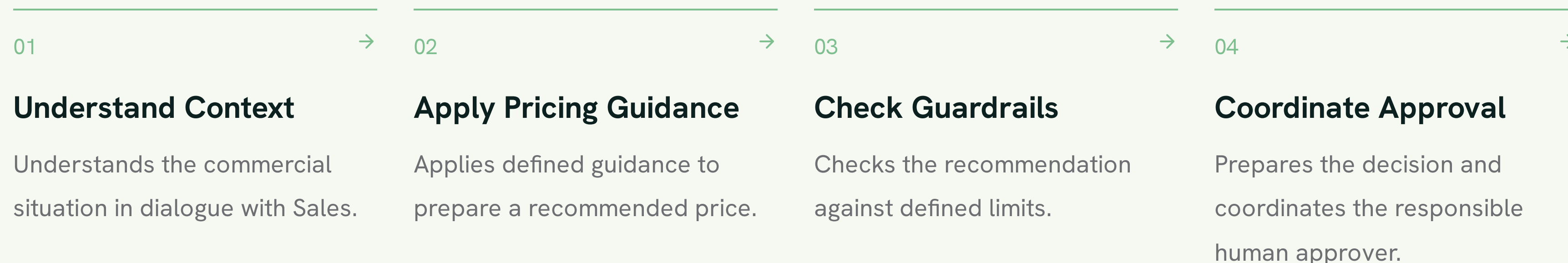
Digital Pricing Colleagues across your pricing lifecycle.



Introduce Digital Pricing Colleagues at any point.
You do not need to automate all five stages.

One process. Multiple specialised agents.

Example: the Price Approval Colleague coordinates a defined approval process.



One defined pricing process = one Digital Pricing Colleague.
Specialised agents are building blocks within the colleague.

Specialised agents work behind these steps as required. People review processes, responsibilities and rules before colleagues operate.

Meet your Digital Pricing Colleagues.

PI

Pricing Information Colleague

Collects and structures pricing-relevant information from defined structured and unstructured sources.

PC

Price Setting / Calculation Colleague

Applies your defined pricing methodologies to prepare price outputs such as List Price and Floor Price.

PA

Price Approval Colleague

Understands the pricing situation, applies your guidance and guardrails, and prepares and coordinates the approval.

Each Digital Pricing Colleague can coordinate multiple specialised AI agents to execute its process.

Start focused. Expand process by process.

01

Select a pricing process

Choose one clearly defined process where manual work, fragmented information or decision complexity creates friction.

02

Build your Digital Pricing Colleague

Configure the defined process, information and decision logic, and the specialised agents required to execute it.

03

Connect additional processes

Add further Digital Pricing Colleagues as new automation opportunities emerge.

One Process → Connected Processes → Pricing Operating Platform

Every reviewed decision can inform the next.

01 · Detect

Monitoring identifies repeated exceptions and alerts the pricing lead.

02 · Capture

Specialised agents connect the decision, outcome, source and reviewer's note.

03 · Reuse

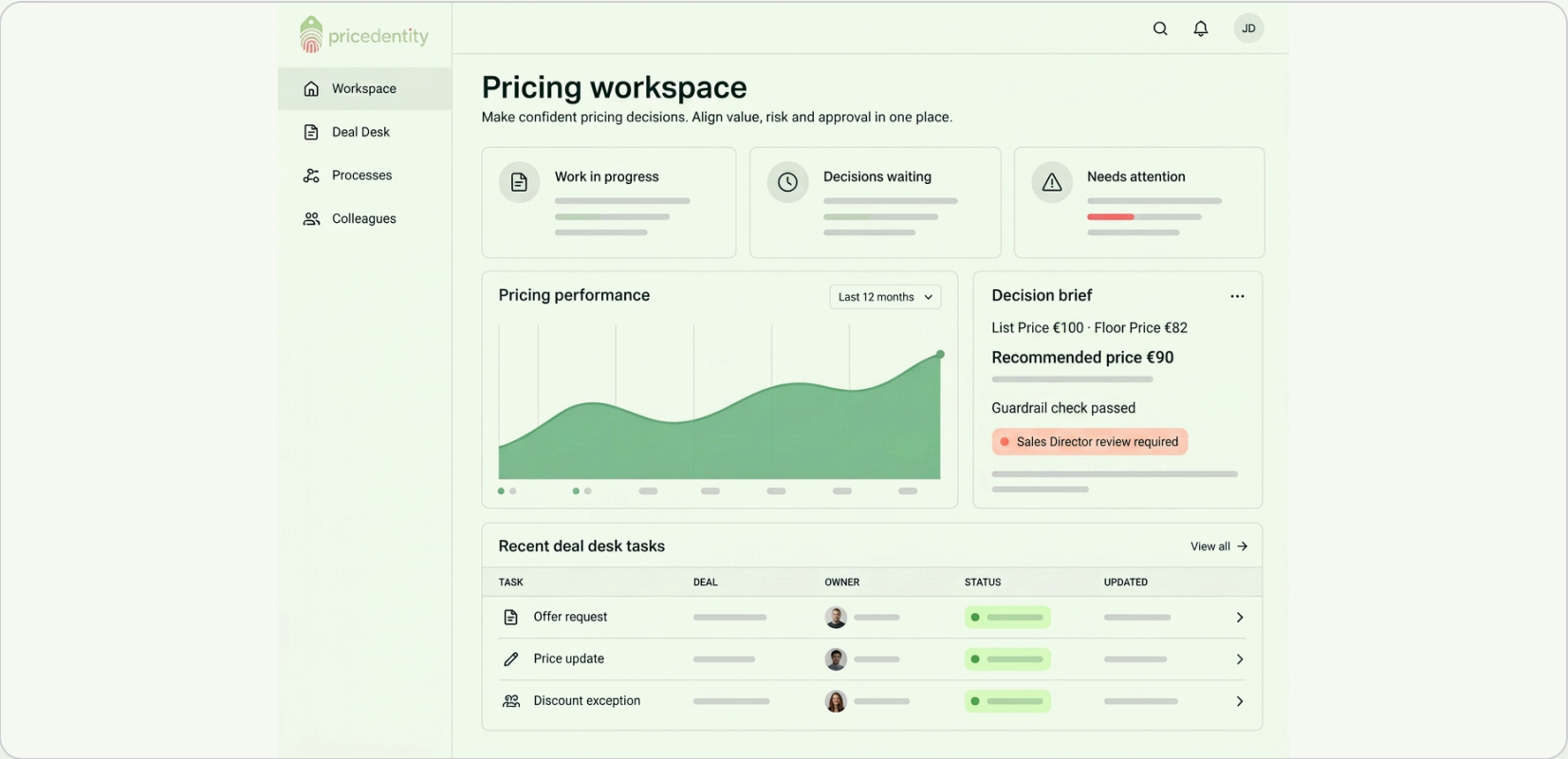
Reviewed knowledge becomes relevant prior experience for future pricing requests.

Turn reviewed decisions into shared knowledge.
Your team retains ownership of pricing guidance and policies.

The work. The decisions. Your team in control.

-  Cockpit · Work in progress and decisions waiting
-  Deal Desk · Review exceptions and record decisions
-  Alerts · Issues that need human attention
-  Shared knowledge · Decisions, outcomes and sources

Only approved changes are prepared. Open implementation items go to the price owner.



Illustrative product concept

Built around your processes. Using the information that matters. Guided by your team.