Strategic pricing as your competitive advantage

Vegard Øye, DynUG 26.11.2025

Kunden som ikke kjøpte, men ikke helt

- Per skal kjøpe ny drill.
  - Kampanjemail med 15 % rabatt
  - Men han fikk ikke rabatt
- Grunner
  - Beste kunde på mandager med valutakurser over 11,10
  - Kampanjen skruer er aktiv
  - Testrabatt aktiv
  - Fjorårets black week kampanje fortsatt aktiv
- Per gir opp og kjøper til en annen

Kunden som ikke kjøpte, men ikke helt

- Internt hos leverandøren oppstår panikk
  - Hvorfor fikk ikke Per rabatten?
    - Fordi vi har 10 millioner prislinjer
  - Hvorfor har vi det?
    - Fordi valutaen svingte i mars
  - Men dette var i november?
    - Ja, men ingen tør å rydde i alt sammen lenger

- Unified pricing management

WHO I AM

Vegard Øye

Solution Architect
Inspirit365

Inspirit – Your leading experts on Microsoft business solutions

120+ experts in Norway with offices in Oslo, Bergen, Stavanger, and 150+ colleagues in sister company Engage Group, Sweden.

One of the largest Dynamics partners in Norway with 80 certifications across Microsoft Dynamics 365, Data Platform, Power Platform and AI.

Deep industry expertise and global projects relevant to Archer's needs, supported by our templates of best-practice industry solutions.

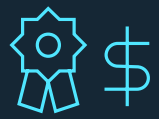
Top 5 workplace in Norway and Top 100 in Europe in GPTW 2023–2025, Microsoft Partner of the Year winner 2022 and finalist 2023–2024.

Key challenges

Data quality and new items

Channel-specific or Omnichannel Pricing

Segmented pricing

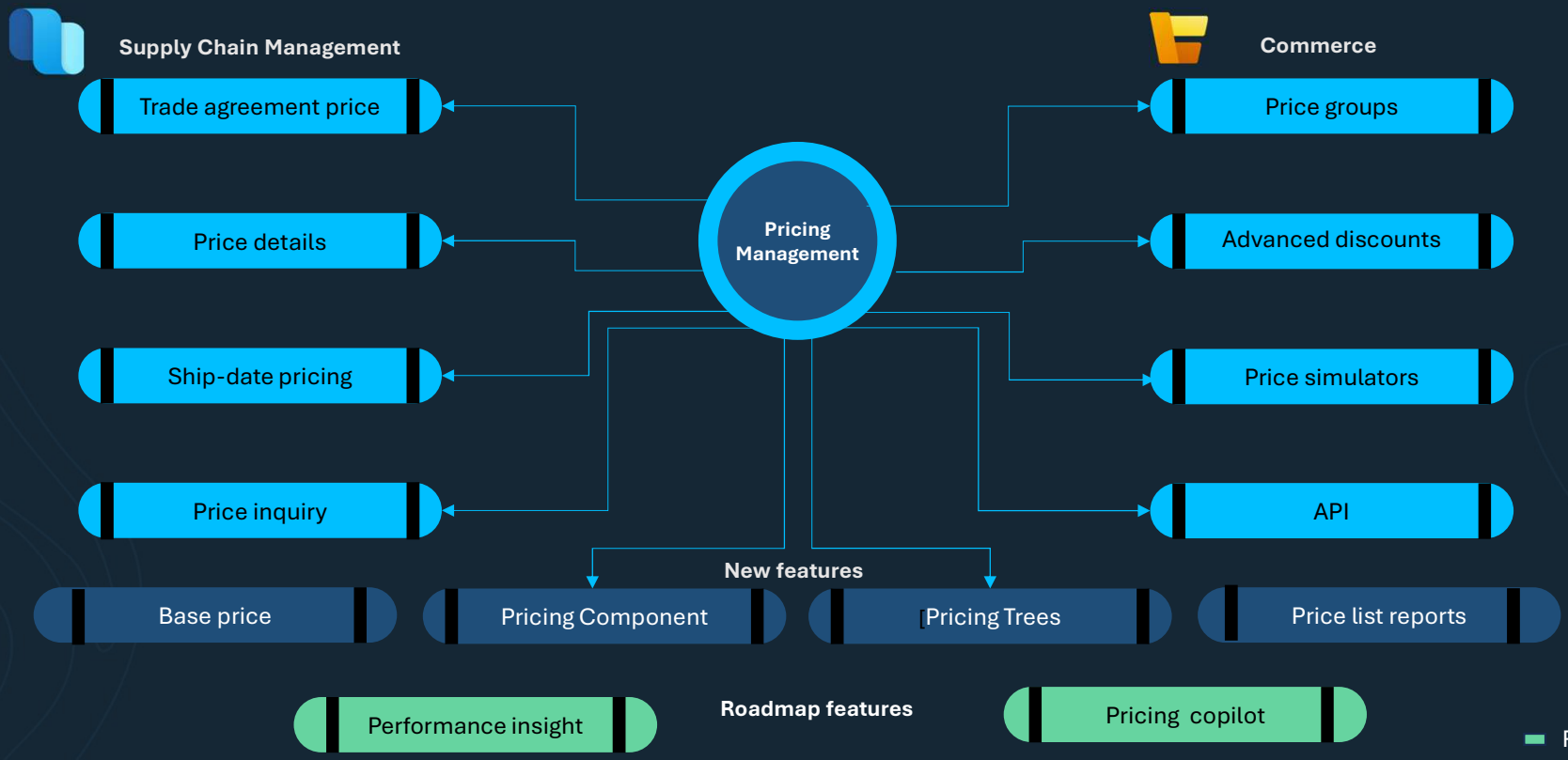


Complex pricing structure and strategy

Cost changes

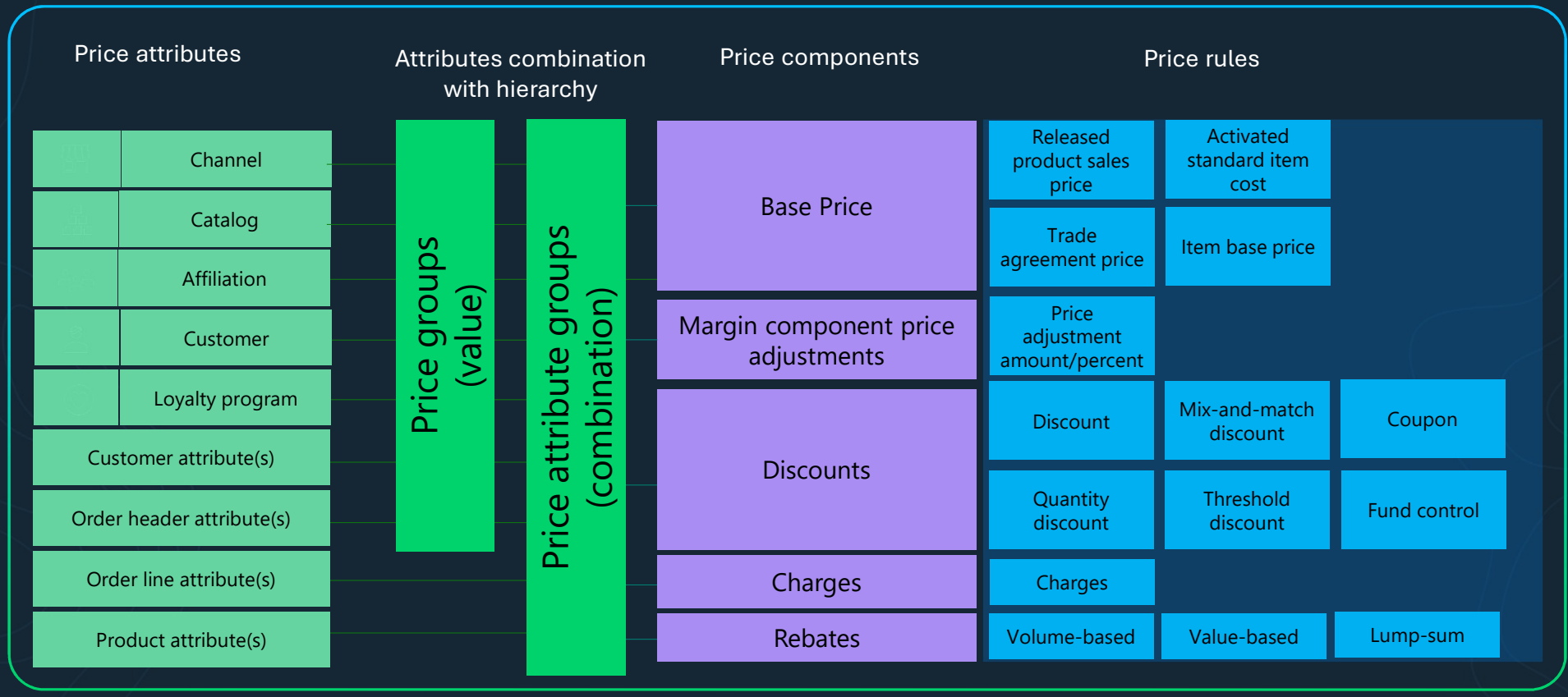
Combining the best of breed from SCM and Commerce for a **unified pricing management solution** that works consistently and comprehensively across applications (SCM, Commerce) and business processes (supply chain, retail and e-commerce)

Synthesize the best breads of features



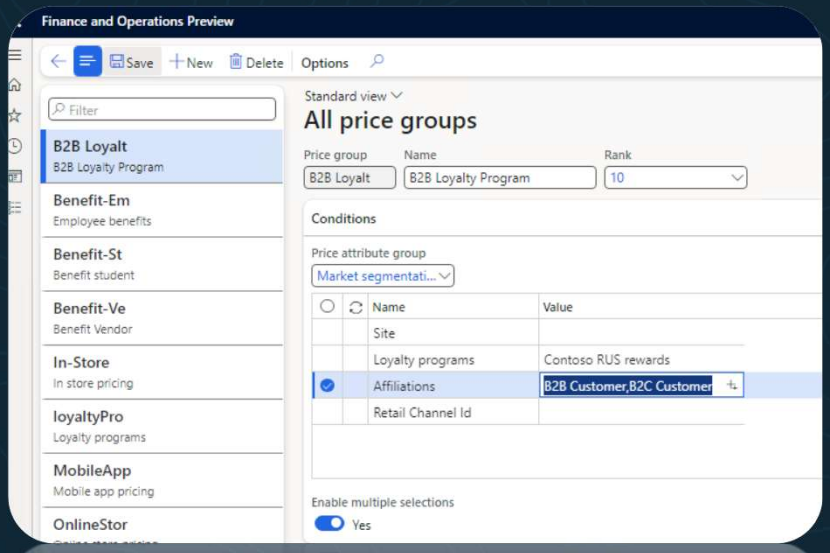
Omnichannel pricing

Unified pricing management main components

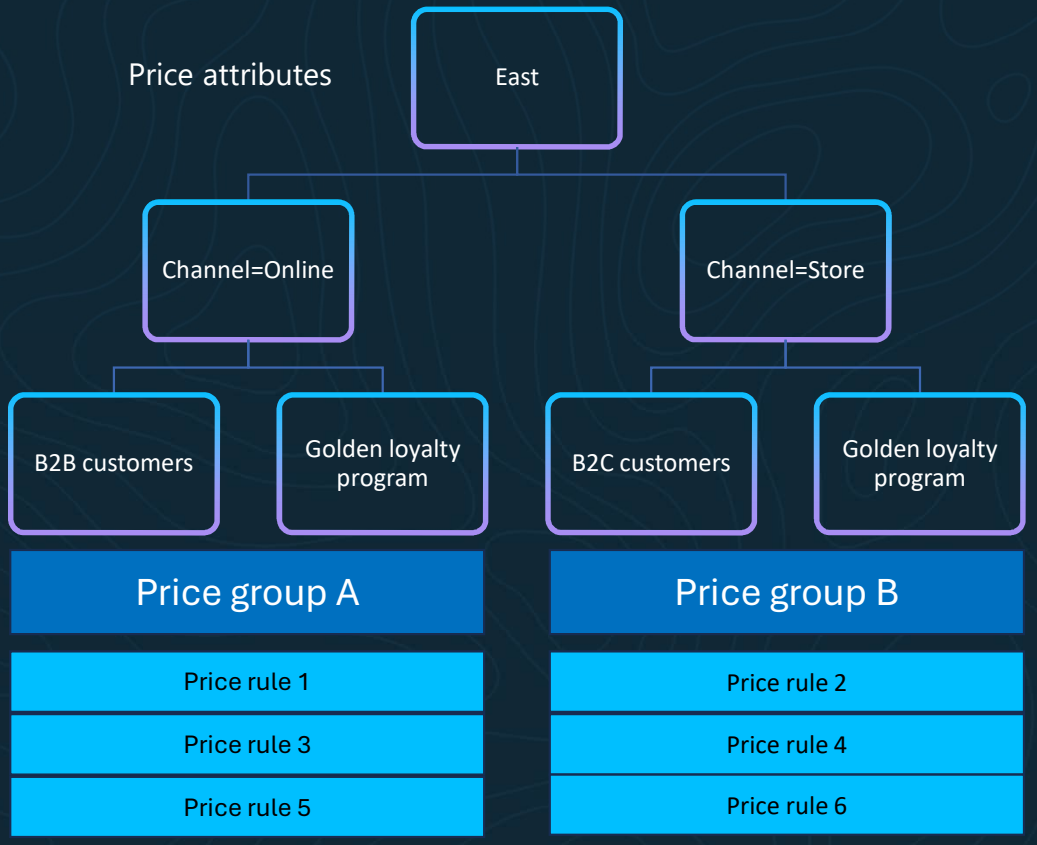


Price pyramide

Pricing differentiations per price group

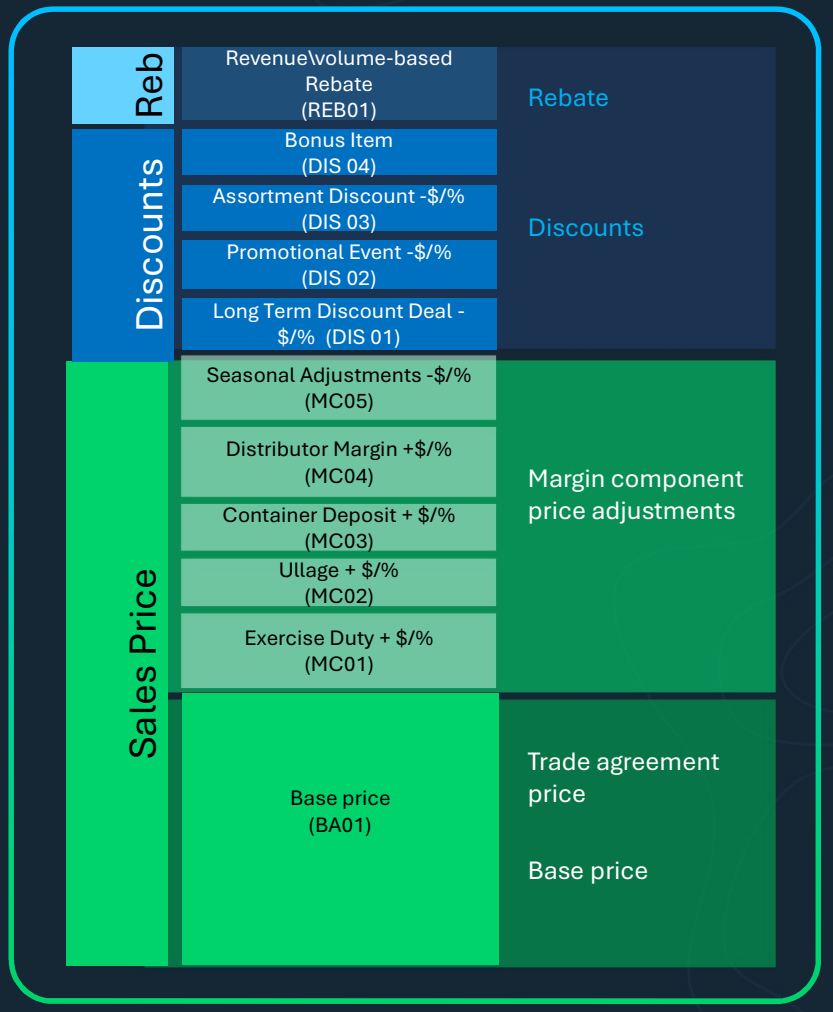


Price groups are optional
Define pricing rules flexibly using a set of predefined header attribute values

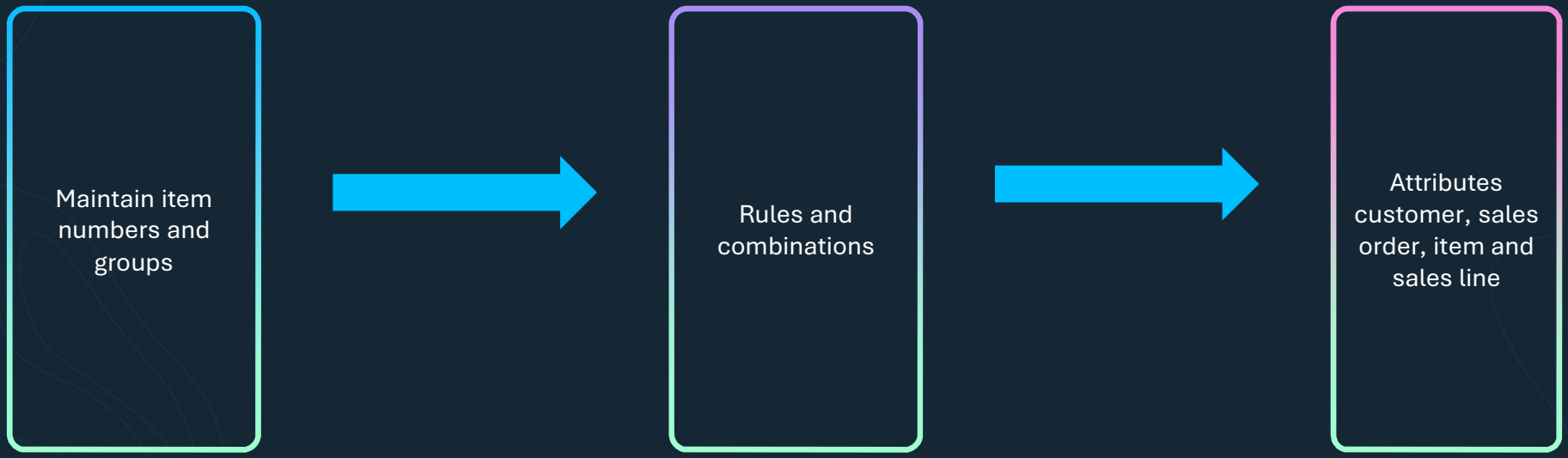


DESIGN your price structures with price component layers

- The objective of pricing decision is to increase profitability. This requires an understanding of the cost structure and value of the supply chain activity.
- Price component code enable you to setup a structure with pricing tree at a macro level with detailed price component break-downs.



Focus change



Markups in the system

Bace price

Real life stories

- 500-700 extensions to zero
- Reduce manual price update from six to one file
- New excise tax (Særavgifter) significally reduced with maintanance

Business case

- Margins: Regulatory reporting and markups
- Discount claim

Scenario

- Margins: Regulatory reporting and markups

Margins

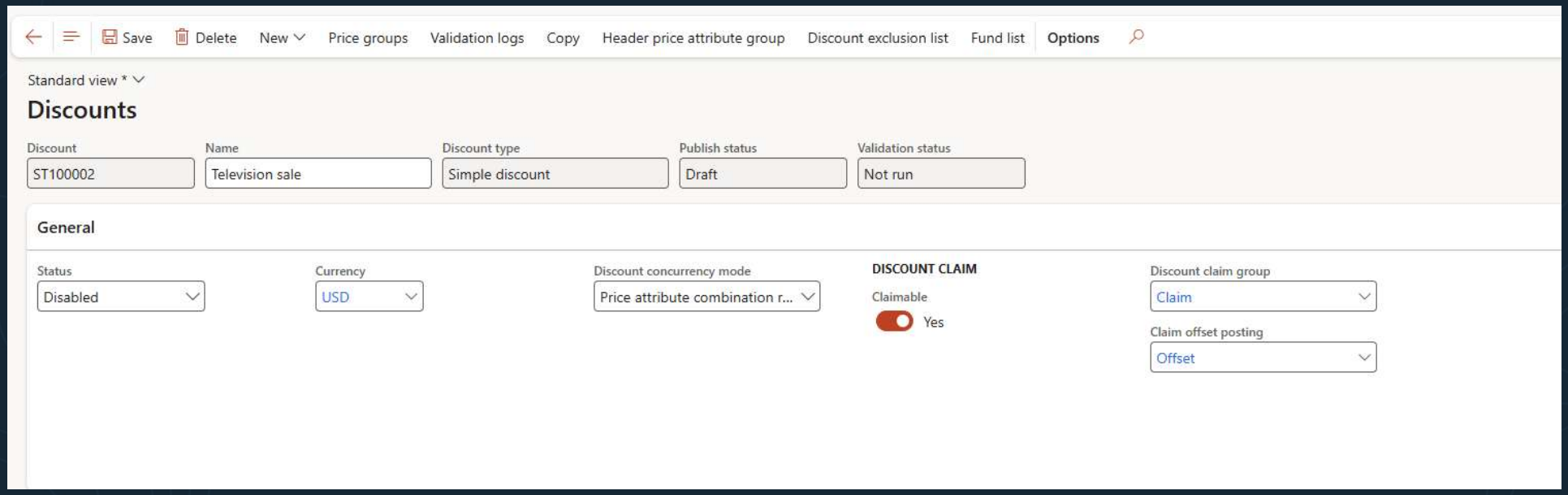
Applied margin component price adjustments

Line price attribute group	Sales line unit ...	Sales line price...	Price attribute detail	Price attribute detail	Unit	Calculation type	Percentage	Amount
Alkoholavgift vare	203,18	203,18	Customer group: Innla...	VH-ABV: 45; VH-Alkohol avgiftsgruppe: 650;	ltr	Amount		406,35
Miljøavgift vare	0,00	0,00	Customer group: Innla...	VH-Grenseverdi: Over; VH-Unntakskode: ; VH-Miljøavgift avgiftstype: MG; VH-Miljøavgift avgiftsgruppe: 205;	F-pak	Amount		
Grunnavgift vare	1,42	1,42	Customer group: Innla...	VH-Unntakskode: ; VH-Grunnavgift avgiftstype: GG,GB,GP,GA;	F-pak	Amount		1,42
Påslag vare	7,75	7,75	Price group: ; Customer...	VH-Dekningsgruppe: 10Min, 10Min/Maks, 20Min, 20Min/Maks, Skaffevare,Distrib.; VH-Emballasje: ; VH-Vare...	ltr	Amount		15,50
Påslag vare	15,84	15,84	Price group: ; Customer...	VH-Dekningsgruppe: 10Min,10Min/Maks,20Min,20Min/Maks,Kommisjon,Skaffevare; VH-Emballasje: ; VH-Va...		Percentage	3,74	

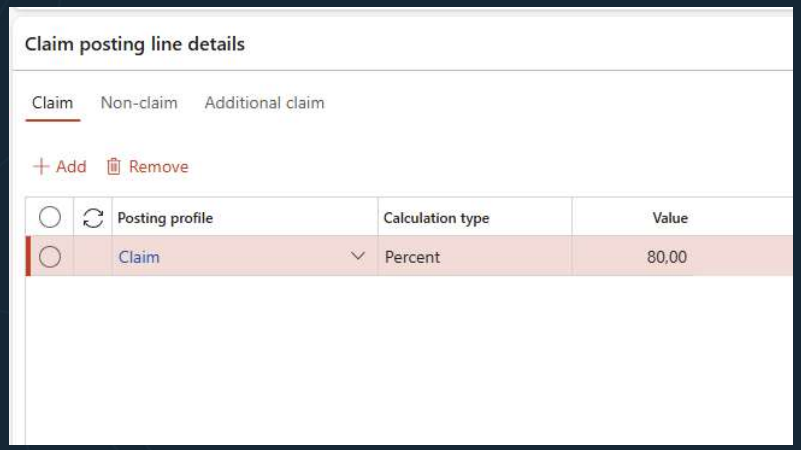
Business case

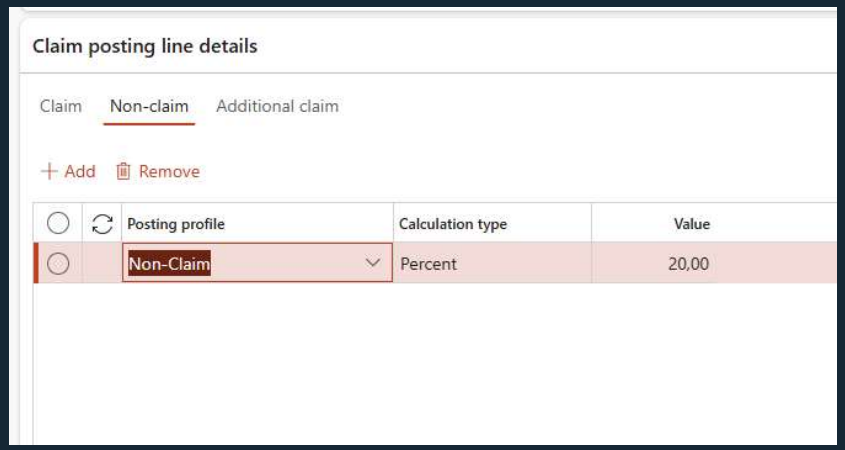
- Claim

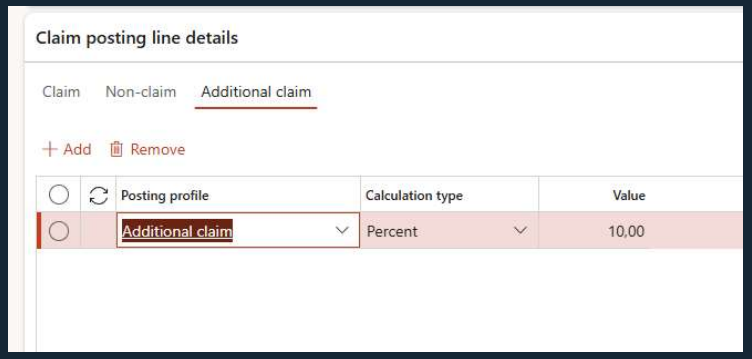
Discount claim



Claim posting







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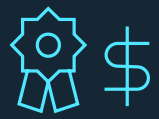


Complex pricing structure and strategy

Cost changes

Microsoft Dynamics 365

What's New

What's Coming

Unified Pricing Management

Simplifies migration by providing a preconfigured automation script that reduces errors and downtime, validates system readiness with performance benchmarks, and enables data-driven decisions before large-scale rollout.

10.0.46

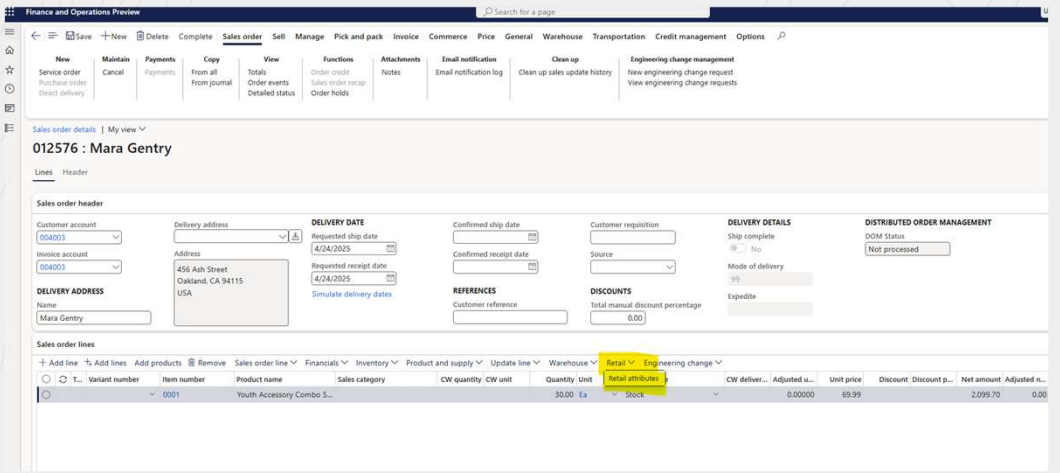
Sections	Current non-attribute rule	New non-attribute rules	New attribute-based rules
Trade agreement price	Support Can also migrate	Support	Support
Discount\Price Adjustment	Migrate		Support
Shipping discount	Not support Yet	Not support	Support
Tender discount	Not support yet	Not support	Not support yet
Charges	Support No migration (In the plan to migrate existing charges rules)	Support	Support
Rebate management	Not support yet	Not support yet	Support
Trade agreement discount	Support No migration		Not support yet
Price group	Migrate to attributes	Not support	Support

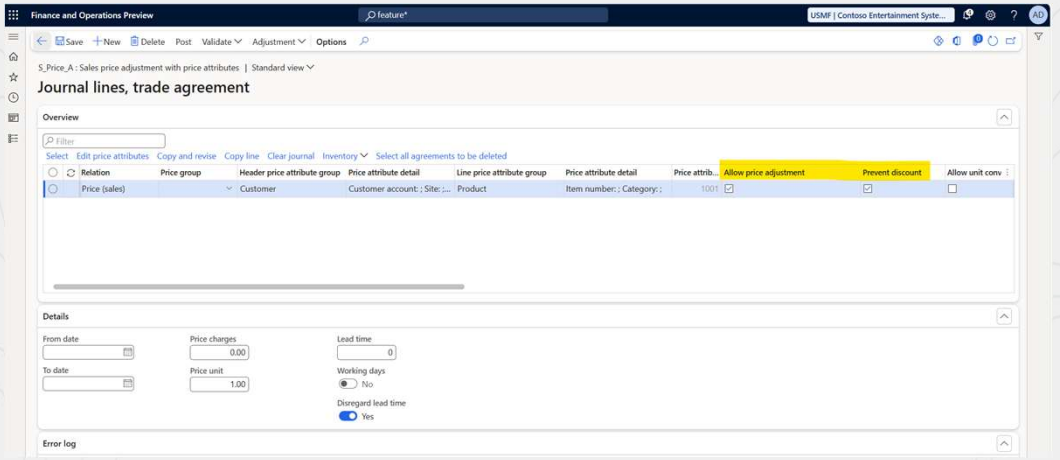
Unified Pricing Management

What's new

Recent features focus on extensibility for customized price attributes, flexible price queries without creating sales orders, and enhanced flexibility in defining the final price to support diverse business rules and customization.

- Enable use of sales order attributes to define price rules
- Enable custom attributes in CSU (POS\Ecommerce)
- Allow net price in trade agreement price
- Publish performance benchmark
- Calculate price without creating sales order





Unified Pricing Management

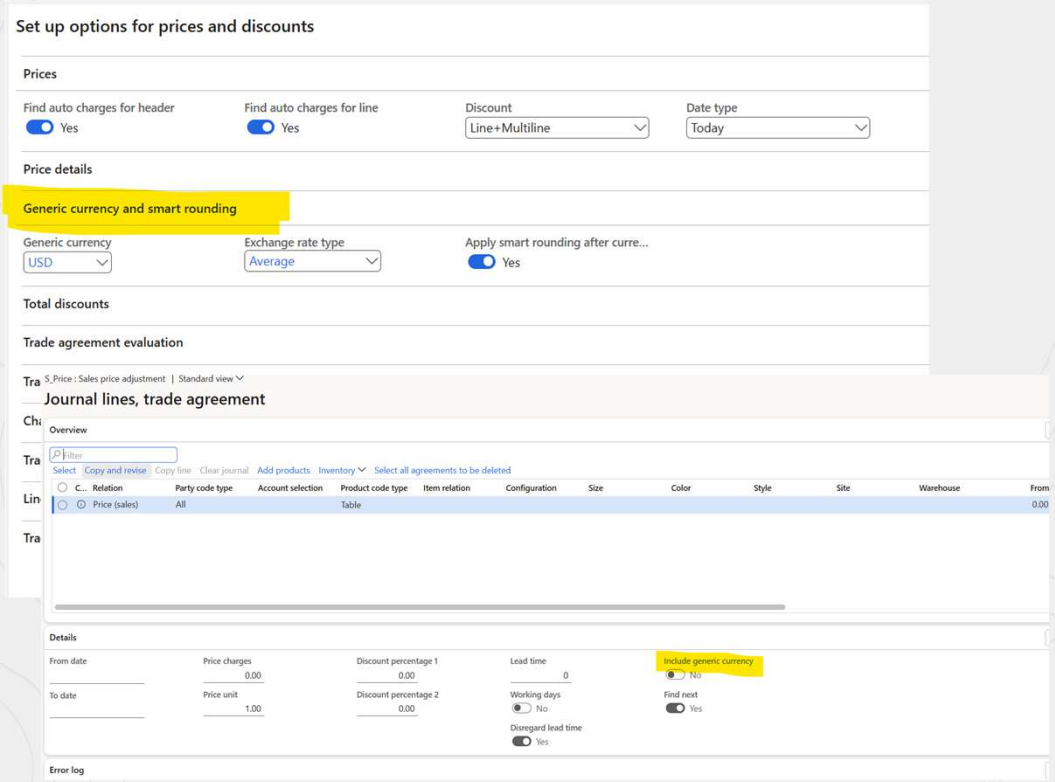
What's coming

Allows users to define trade agreement prices and discounts in a single base currency, which the system can then convert to other currencies using predefined exchange rates. This simplifies pricing across multiple legal entities and geographies, especially in global operations.

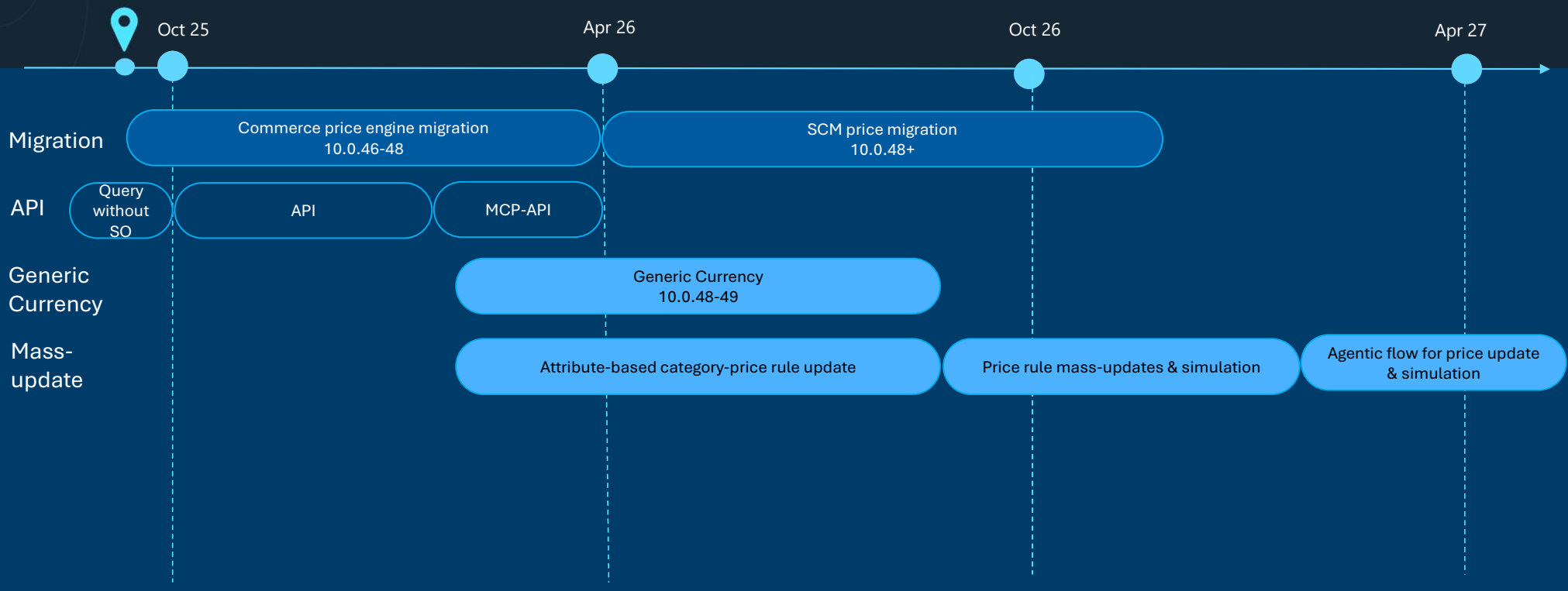
- Centralized price list in a generic currency rather than duplicating it for each transaction currency,
- Automatic conversion: At runtime, the system converts the generic currency price into the transaction currency using the latest exchange rates setup.
- Multi-SKU scalability: Idea for organizations managing tens of thousands of SKUs across diverse markets and curries.
- Consistency & control: reduce fluctuation by anchoring prices to a stable reference currency.

Planned 10.0.47

Commerce customers advocated for this to be included in retail sales order capabilities



Unified Pricing Management Roadmap



*Roadmap details are subject to change at Microsoft's discretion

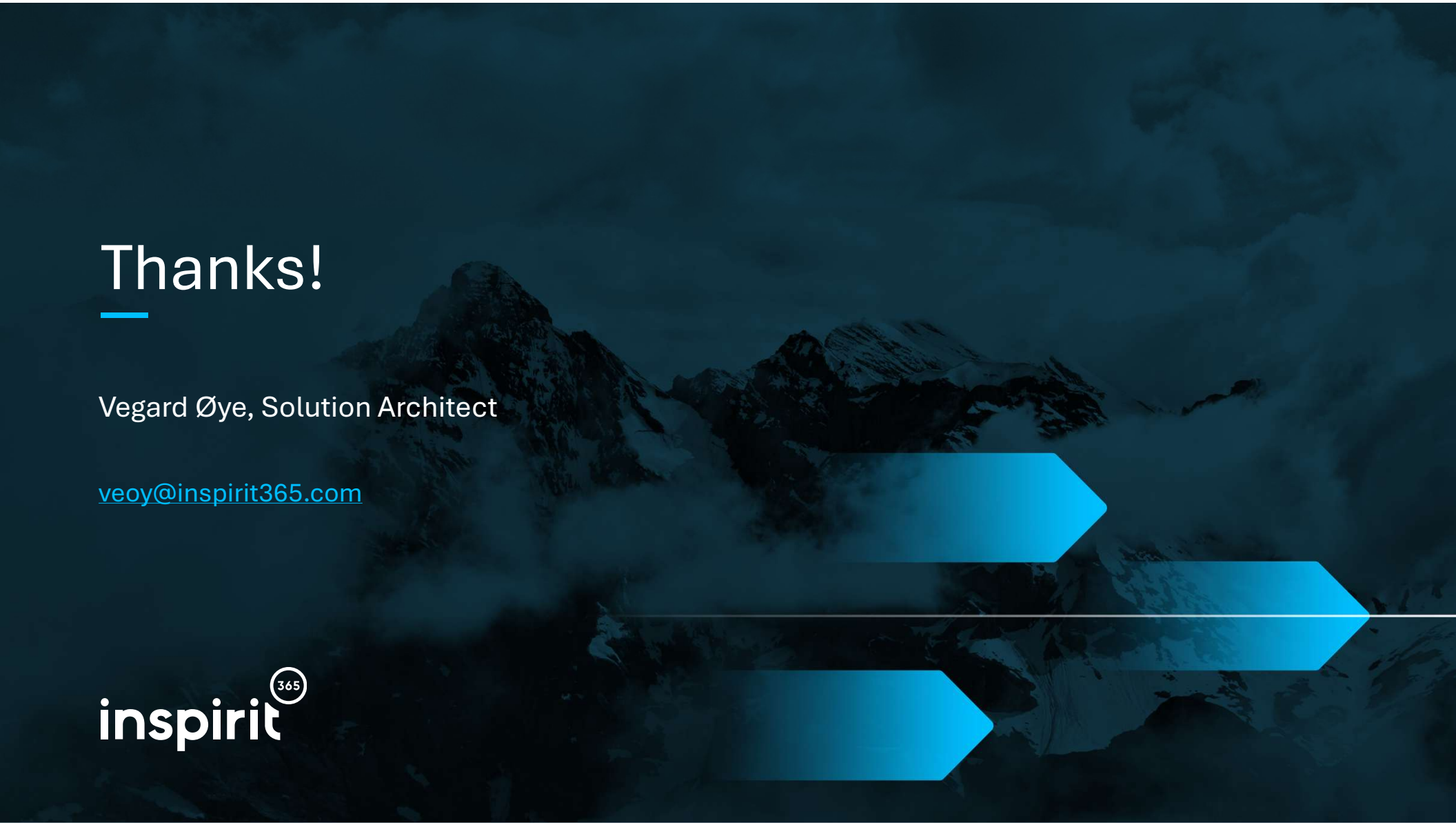

How to succeed?

01 Define a pricing strategy

02 Define rules and attribute combinations

03 Don’t use item number or customer account

04 Use one bace price


Thanks!
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