

# Elastic Path Pricing Module

The right price for every customer, every time.

Elastic Path's pricing capabilities enable enterprises to implement the perfect pricing strategy for every buyer across brands, lines of business and channels. Maximize return on every shopping experience by offering the best price for each customer depending on their profile, behavior, location, sales channel, browsing behavior, and prior negotiations.

## COMPONENTS

### PRICE LISTS

Leverage Elastic Path's price lists – a powerful master data that includes products, services, currencies, list prices, sale prices, bulk prices, and taxes. Use Elastic Path's price lists or easily import them regardless of the method and system you are already using

### CORTEX API LAYER

Push to or pull prices from Elastic Path in real-time and surface them through our API to all touchpoints and devices

### PRICE RULES ENGINE

Dynamically determine the correct price for each customer, adapting in real-time to changes in the context

### LIFECYCLE PRICE MANAGEMENT

Manage multiple price lists through the entire lifecycle, from authoring, testing, going live, testing again, monitoring, adjusting, and retirement

### THIRD-PARTY INTEGRATION

Choose to extend the Elastic Path pricing engine, customize it, or replace it with any custom or third-party engine

## KEY CAPABILITIES

- **Targeting:** Offer the right price to the right customer at the right time. Individualized customer incentives can apply in any scenario you can imagine
- **Reactive real-time pricing:** Configure the pricing logic instead of asking IT to change code. Prices react to changing context and market conditions in real-time
- **Model complex pricing domains:** Deliver the ultimate B2C and B2B buying experience using flexible pricing models, including subscriptions, contract pricing, usage pricing and volume-based pricing, or configure-to-order pricing
- **Currency management:** Use as many currencies as you want in as many channels as you want. Which currency is displayed can be decided by the customer's location, the store's location, or the customer's selection
- **Volume or bulk price management:** Decide in advance how much to discount large volume orders. Apply different pricing per unit depend on the volume your customer purchase
- **Tax management:** Correctly display and charge multiple tax rates from multiple jurisdictions right out of the box. Apply different tax rates for different product types. Use your own tax provider with pre-built connectors to tax management solutions, such as Avalara
- **Flexible pricing:** Deploy a flexible price model where different prices and price types are displayed separately, including:
  - List price, sale price, and bulk price
  - Item price, tax, subtotal, and total
  - Variable prices by volume and condition-based prices
  - Bundle product prices and adjusted prices for bundle constituent items
  - Configure-to-order pricing and customer-group pricing rules

## BENEFITS

- Save time by changing prices and launching new promotions with little effort. Changes require no coding and go live immediately across all channels
- Increase market share by identifying competitors' customers and promoting personalized offers to them
- Reduce the friction in commerce by allowing customers with pre-negotiated prices to purchase online without a phone call to their sales rep
- Build and maintain trust by assuring frequent buyers or fliers that their reduced price always applies
- Nurture customer loyalty with consistent prices and personalized experiences across touchpoints and devices

Defining the future of digital commerce, Elastic Path develops the world's most sophisticated API-first enterprise commerce platform. The company's flagship product, Elastic Path® Commerce, has helped the world's top brands generate over \$60 billion in over 170 countries. Customers from industries as diverse as travel, telecoms, publishing, software, and retail enjoy the benefits of a flexible, open architecture that drives brand-defining customer experiences, facilitates business agility, and eliminates sales channel silos. Elastic Path is a private company based in Vancouver, Canada with sales offices in the UK and US.