Stratitude

SaaS. Advisory. Implementation. Support.

Challenges

The client wanted to build a solution for Pharmaceutical vertical to help them forecast the pricing for their Products. The Challenge was to evaluate multiple scenarios and then forecast the Pricing for releasing different Products in various Geographical locations taking into account the current Pricing.

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Solution

Solution was built that would help companies calculate optimal pricing for their Products.

- The Rules Engine Application that would look at various events that include:

  - Pricing Changes
  - Changing Rules related to Pricing
  - Discontinuation of a Product
  - Launching Window / Period for a Product

- This Rule engine can be used extensively to create scenarios that would help the Pharmaceutical companies to generate a Pricing Graph and then take a final decision on the product release.

- The Rule engine supported rules that would help evaluate the release Price of the product based on Average, Median, Highest, and Lowest of the existing prices in different countries.

- Dynamic charts were used extensively to display Graphs that helped analyze the Forecast Price Graph for different Products in different Countries for the scenarios created by user.

- The Application extensively used APEX, VisualForce , VF Charts , AJAX and JQuery library.

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Benefits / Results

- The Pricing forecast can be done for 6 / 12 / 24 /36 month.

- The Application supports Pricing table export and exporting charts to excel.

- The Application helps generate pricing scenarios based on factors like multiple Countries and multiple Products.

- The Application helps companies choose the right window for releasing the products to achieve maximum profitability.

- Companies were able to fine tune the rules to ensure a successful release.

- The Application helps in forecasting the right price of the product in various countries to achieve maximum profitability.

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