



Acorn Price Analyzer™ Spend Your Time Wisely

Pricing executives spend too much time and effort on mining, validating, and aggregating data — time that would be better spent analyzing the business and making effective decisions. How much time do you spend rationalizing price waterfalls with Finance? Finding and working off an accurate, validated set of data shouldn't be so hard. With Acorn, it isn't.

The Acorn methodology involves Finance, Operations, and IT up front, ensuring that the data you need is available, and that all involved have signed off on the numbers before you begin your analysis. The Acorn Enterprise Performance System (EPS)™ engine then gets to work on the data, bringing direct and indirect costs down to the Customers, Products, Channels, and Transactions you need to see. Every cost and revenue that makes its way through the Acorn system can be validated three ways: operationally, financially, and via capacity. With Acorn, all that time you used to spend battling over the numbers can now be spent on your real job: analysis, strategy, and communication.

Analyze

Uncover the “hidden gems” in your Product Master — those products with exceptional profit that only need a little push from the sales force to climb in revenue

Determine the “sweet spot” for each of your SKUs and more accurately predict whether you can close the sale at the desired price

Strategize

Charge appropriately for high-cost cost-to-serve items, and/or renegotiate terms to recoup a larger percentage of the cost expended

Apply pressure on customers to live up to their expectations (e.g., minimum spend to qualify for a discount) — or begin a discussion of re-segmenting customers that continue to under-/over-perform

Communicate

Incentivize the sales force properly to sell today's appropriate product mix, based on revenue, profit, and capacity

Negotiate bids and contracts from a position of knowledge about the real cost to serve your customers and segments

Complete Integration

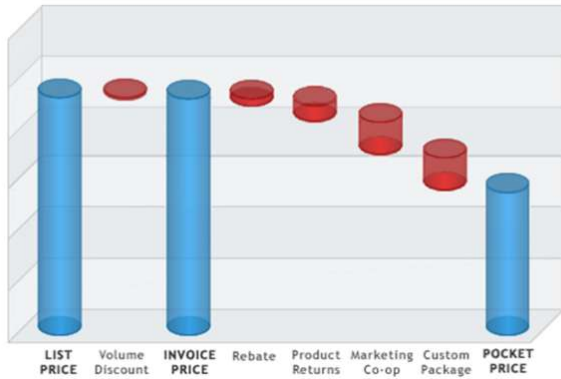
Price Analyzer™ is based on the new Acorn Corporate Performance Management (CPM) Dashboard Accelerator™, which works with the MS SharePoint Portal. The Acorn CPM Dashboard Accelerator provides instant access to the data you need: targeted Customer, Segment, and SKU-level reports, a built in OLAP plug-in, integration with your organization's Balanced Scorecard, and more. All of the MS Office Solution Accelerators are interoperable; the workflows and data that drive your Balanced Scorecard and budgeting initiatives can contribute to the analysis available in Price Analyzer — and vice versa.

The detailed Price Analyzer results can also feed other third-party systems. The Price Analyzer data can be used with price optimization tools to ensure that the prices set are actually those paid, and to track variances from the corporate strategy. The Price Analyzer data can also feed forecasting models, such as those created with MS Analysis Services, to provide an accurate basis for your forward-looking decisions.



Accurate + Scalable = Actionable

Acorn continues to offer undeniable accuracy with Price Analyzer. Like the rest of the Acorn EPS suite, Price Analyzer provides visibility at every level you need, from the high-level Segments and Channels down to the individual transactions that occur every day. And Acorn knows that the transaction-level detail has to be just as accurate as the high-level data, because when you're talking with the Regional Managers about the last week's sales, you need to be confident in your facts.



Analyze the price waterfall of any transaction, any product, or your company's average sales. Group the results by customer or segment for aggregate analysis.

- Recapture your true cost to serve.
- Align incentive programs.
- Make better decisions.



See at a glance every sale made of a given SKU and the price obtained. Benchmark them against the average or against the aspiration price.

- Monitor price trends.
- Advise the sales force.
- Capture value in each sale.

The performance of the Acorn EPS suite is unbeatable, even for the largest organizations. Whether you've got hundreds of thousands of SKUs, millions of customers, dozens of segments and channel combinations — or all of the above — Acorn can make sense of your business and deliver the results you need. Acorn doesn't just provide visibility into the details — Acorn provides insight into what makes your business tick.

System Requirements

Acorn software has been tested on the following platforms, broken down by function:

Application Server

Windows 2000 or 2003 Server running Internet Information Server (IIS) and Windows SharePoint Services 2.0 SP1+. 933MHz+ processor and 512MB+ RAM recommended.

Report Server

Windows 2000 or 2003 Server running Internet Information Server (IIS) and MS Reporting Services for SQL Server 2000 SP2+. 933MHz+ processor and 1GB+ RAM recommended.

Database Server

Windows 2000 or 2003 Server running MS SQL Server 2000 SP3a. Dual 933MHz+ processors and 1GB+ RAM recommended.

For More Information

For details about Price Analyzer or other Acorn products, visit www.acornsys.com or call 800-ACORN98.