

FOR IMMEDIATE RELEASE**Zilliant Margin Maximizer 7.0 Reduces Margin Erosion and Minimizes Over-Discounting**

Latest release of price optimization solution enables B2B companies to set sensitivity-based prices that maximize margins without putting sales at risk

Austin, TX – November 30, 2009 – Zilliant, the leading provider of price optimization and margin management solutions for B2B manufacturers, distributors, high-tech, and industrial service companies, today announced the availability of its Margin Maximizer v7.0 software for optimized price-setting.

Formerly branded ZPPS Price Optimization, [Margin Maximizer](#) automatically sets truly-optimized prices for lists, matrices, and negotiation that minimize over-discounting, reduce negotiation guesswork, and dramatically improve operating margins. Margin Maximizer's unique ability to calculate price sensitivities using readily available transaction data delivers improved business results without putting sales volumes at risk. This latest version includes significant innovations in pricing science and the user interface, while incorporating best-practices gleaned from over 30 initiatives with leading B2B companies.

In addition to being available as an on-premises software solution, Margin Maximizer v7.0 is also offered as a subscription-based service. Through this beneficial subscription service, customers can avoid capital investments in hardware and software, minimize internal IT effort, and be up-and-running in a matter of weeks.

Key capabilities and features include:

- **Precision Price Segmentation.** Identifies, with scientific accuracy, the specific combinations of Product, Customer and Order characteristics that elicit differential price response in the marketplace.
- **Automatic Price Sensitivity Calculation.** The only pricing solution on the market that can automatically calculate deal-level price sensitivities in a B2B environment, using readily available, win-only transaction data.
- **Price List and Price Matrix Optimization.** A proven, scientific approach for optimizing line-item prices on multiple price lists and/or cell-level prices on multi-dimensional price matrices.
- **Negotiated Price Optimization.** Provides optimized, deal-specific price recommendations that reduce over-discounting and unnecessary margin-erosion in negotiated transactions and long-term agreements.



ZILLIANT

- **Optimization Impact Dashboard.** Provides deep visibility into the impacts of the optimized prices on margin and revenue performance, while monitoring compliance to negotiation guidelines in the field.
- **Strategy Management.** Enables users to establish different margin and revenue objectives across categories, products, and geographies, ensuring that prices are always aligned to corporate objectives.
- **Interactive Price Review.** Makes it easy for busy pricing teams to get a “big picture” understanding of the recommended price changes across broad product portfolios, quickly and easily dive into important details, and adjust the recommended prices as desired.

“In a challenging economic climate, companies simply can’t afford to over-discount or leave money on the table through inaccurate pricing,” said Tim Hamilton, SVP Sales and Marketing, Zilliant. “By setting optimal, sensitivity-based prices for every line-item on every order, Margin Maximizer has had a tremendous impact on the financial performance of many leading B2B companies over the last year.”

Pricing and Availability

Margin Maximizer v7.0 is generally available. Contact Zilliant for pricing.

To keep on top of Zilliant developments, news, events and happenings please subscribe to Zilliant’s [RSS Feed](#).

About Zilliant

Zilliant is the leading provider of price optimization and margin management solutions for B2B manufacturing, distribution, high-tech, and industrial service companies. Zilliant uses existing transactional data to improve decisions across all facets of price analysis, price setting and execution. Zilliant helps companies achieve the best pricing possible on every deal, agreement, and price list, increasing profits by tens of millions of dollars. Headquartered in Austin, Texas, Zilliant is a privately held company. Investors include Austin Ventures, Cardinal Ventures, Panorama Capital, and Trellis Partners. For more information contact Zilliant at 877.893.1085 or visit www.zilliant.com.

###

Media Contact:

Dana Marruffo
BuzzPR
512.825.9035
dana@buzzpublicrelations.net