

PRICEBEAM.COM



PRICING RIGHT
MADE EASY

 Price Beam



TAKING GUESSWORK OUT OF PRICING

Pricing is the #1 profit driver. Getting it right will reward you immediately, but it can be very challenging as consumer minds are incredibly complex. The factors that determine willingness to pay are many -- so many that it is beyond human comprehension -- and impossible for managers to take all into account when making pricing decisions.

PriceBeam's cloud solution enables managers to deal with this complexity by using computational intelligence to produce willingness to pay analyses that factor in all decision variables and provide unique consumer insight for managers, so they can make intelligent pricing decisions.

A 1% increase in price leads to a 10% profit increase for the average firm.

Our solution makes pricing research easier than ever. Both pricing experts and rookies love PriceBeam.



EXPERIENCE AND DISRUPTIVE INNOVATION

PriceBeam is built by people who boast decades of experience with price optimization. This experience is truly what underpins the effectiveness and applicableness of our solutions -- we know what it takes to stay ahead of the pricing game, and we're bringing it to you in one, simple cloud solution.

We combine this experience with a clear vision for using the latest technological advancements to make best-practice pricing research accessible to

THE PRICEBEAM SOLUTION

We offer our services to companies of various sizes in several industries, and address many different challenges. You choose the plan that best suits your needs!



WILLINGNESS-TO-PAY

Quickly research what your customers in a given market are willing to pay for a product or service.

Especially useful when pricing new products or services, or when implementing price increases.



VALUE ATTRIBUTES

Understand what features or benefits are valued by customers, and see how it impacts willingness-to-pay.

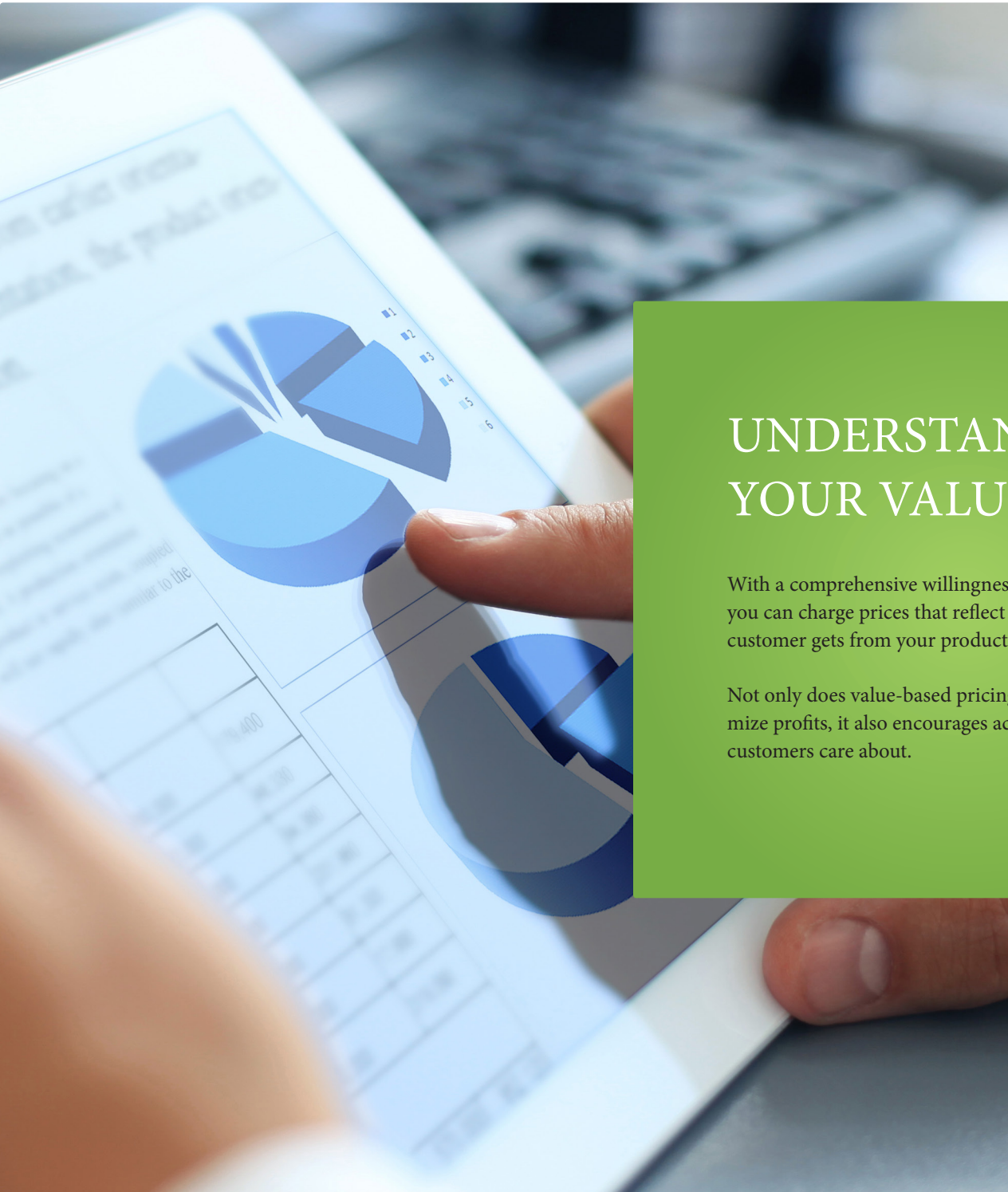
Great for pricing new products, or establishing what benefits and features to emphasize.



COMPARATIVE WILLINGNESS-TO-PAY

Expand research by comparing willingness-to-pay across multiple products or services. Yours as well as the competition.

Great when establishing price positioning or determining portfolio pricing.



UNDERSTAND YOUR VALUE

With a comprehensive willingness to pay analysis you can charge prices that reflect the value your customer gets from your product or service.

Not only does value-based pricing help you maximize profits, it also encourages activities that your customers care about.



A value-based pricing strategy is the best choice for the clear majority of businesses.

FAST RESULTS & NO HASSLE

Doing pricing research is time-consuming, and it is very costly to pay in-house staff to conduct it. Consequently, many firms deprioritize it and postpone it, and end up basing their price on a snap decision.

Using PriceBeam, you will get things done. In that way, managers can focus their attention on strategy and leadership; areas where they truly add value to the firm. Meanwhile, a computer will take care of the tedious work with greater speed and accuracy than any human.



We have a team of dedicated pricing experts who know exactly how to deal with the challenges that you face.



BENEFIT FROM OUR EXPERTISE

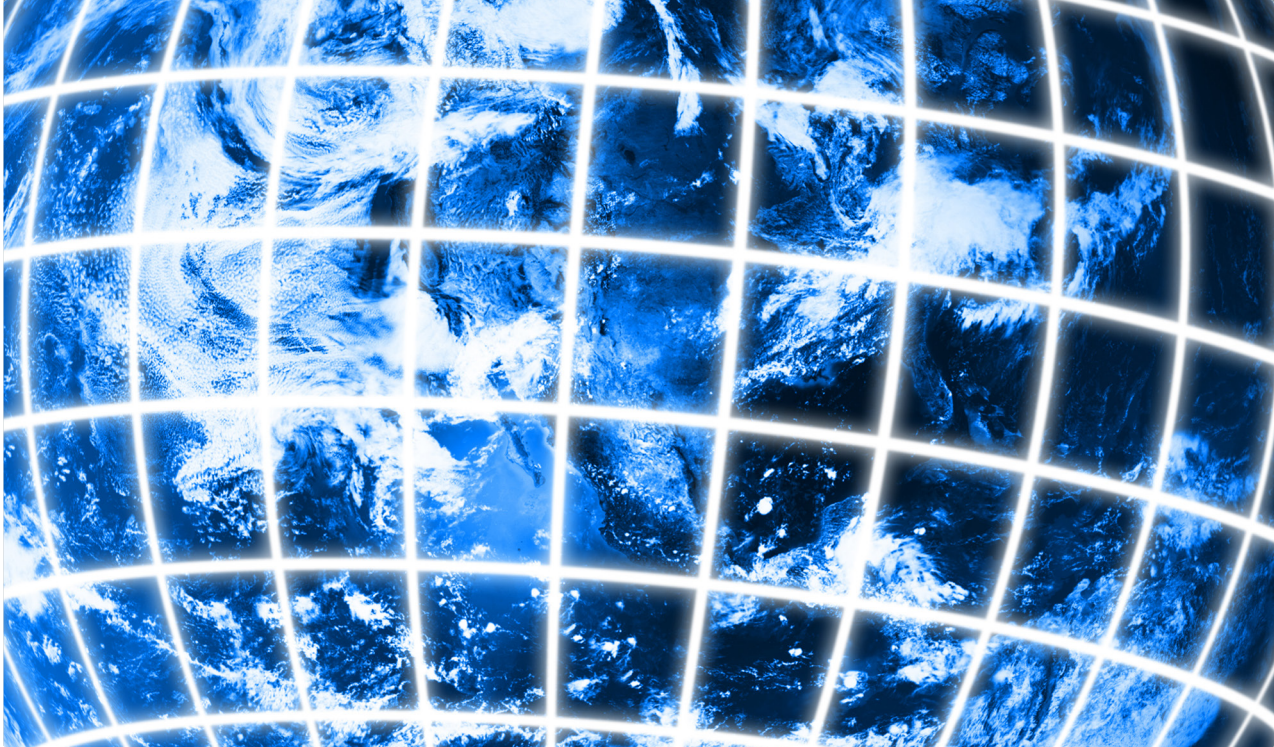
Our solution is automated, but our customer service is not. We understand that firms face challenges of very different nature, and part of the PriceBeam package is access to leading pricing expertise.

Whether you need help interpreting your analysis or suggestions for implementation practices, our people are here to help.

IMPROVE YOUR PROFITS

Pricing right will not just get you the profits you deserve. It will help you unlock the full potential of your business!

The additional profits you make from pricing right can be reinvested into activities that create value and growth.



ADVICE YOU CAN COUNT ON

PriceBeam's analysis delivers pinpoint accuracy. Every single time. Data never lie and our solution aims to be this honest, unbiased input that helps managers make smart pricing decisions. Therefore, accuracy is our #1 priority.

Our solution has a perfect track record and it works every time. But don't take our word for it -- hear it from our clients!

Substitute your guesses with
insight and understanding.



REASONS FOR CHOOSING PRICEBEAM

We always collect feedback from clients to ensure the quality standards of our solution and get inspiration for new features that our clients value.



Easy to use

Cloud-based technology means you can create and launch research quickly and without hassle.



Fast Results

Get actionable market facts as quickly as after 24 hours and most projects completed within one week.



High Value

Get actionable results worth millions. At a fraction of the cost of traditional market research.

EXCEED EXPECTATIONS

Basing your pricing on data will give you the confidence you need to set a high price, stand by it in the sales meeting, and exceed expectations.

80% of firms price too low.
No confidence in the list price
leads to salespeoples' excessive
discounting.



Salespeople need to believe in
your list price.



BEAT THE COMPETITION

The best way to fight competitors is to continuously invest in providing customer value. Not price wars.

Set a price that maximizes profits. Use this profit to stay ahead of the competition instead of your prices.

Price wars only have one winner with deteriorated margins.





Finn Hansen, Chairman and Co-Founder of PriceBeam, has optimized prices for the world's biggest firms since 2001.

ON THE FOREFRONT OF INNOVATION

PriceBeam's mission is to make pricing research accessible to businesses in all industries and of all sizes. To do this, our solution must be easy to use, affordable, and deliver the same quality standards as a traditional research agency.

The ease-of-use is of paramount importance to us, so even managers with no knowledge of pricing can use our solution. However, delivering on this point without compromising the quality was not easy.

We needed to greatly simplify research methodology that is very complex in nature; however, with the inputs from several managers from different industries we finally managed to overcome this obstacle.

We are very proud of our result, and we can see from the feedback from our client that our dedication to ease-of-use pays off. PriceBeam is now a tool that everyone uses, not just the pricing manager or revenue analyst.

However, this automatization not only made the research solution more cost-effective; it opens new doors, too, as computers are capable of things that humans aren't. We are proud to deliver an incredibly sophisticated solution that analyzes willingness to pay faster, better, and cheaper than any human.

I am very much looking forward to bringing this innovation to our customers.

Finn Helmo Hansen
Chairman and Co Founder

GET STARTED WITH PRICEBEAM

1 Set up an account and create a free research project on www.pricebeam.com. It only takes a moment, and we won't charge you until you decide to launch your project.

2 Once you launch your project, our software will begin collecting data from a carefully selected group of respondents in the target market.

3 After the data has been collected and quality-controlled, it is analyzed and delivered to you as an interactive willingness to pay curve.



We would love to talk to you,
and you are always welcome to
contact PriceBeam for an infor-
mal chat.

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