



Inviso Consulting Group  
Pricing



***Inviso works directly with clients to develop strategies and solutions that are effective, sustainable and easily implemented.***

With the flexibility and scale for consulting engagements of all sizes, Inviso works to exceed client expectations, while developing competitive and efficient solutions to even the most dynamic challenges.

### Corporate Challenge

**Intensely competitive environment**

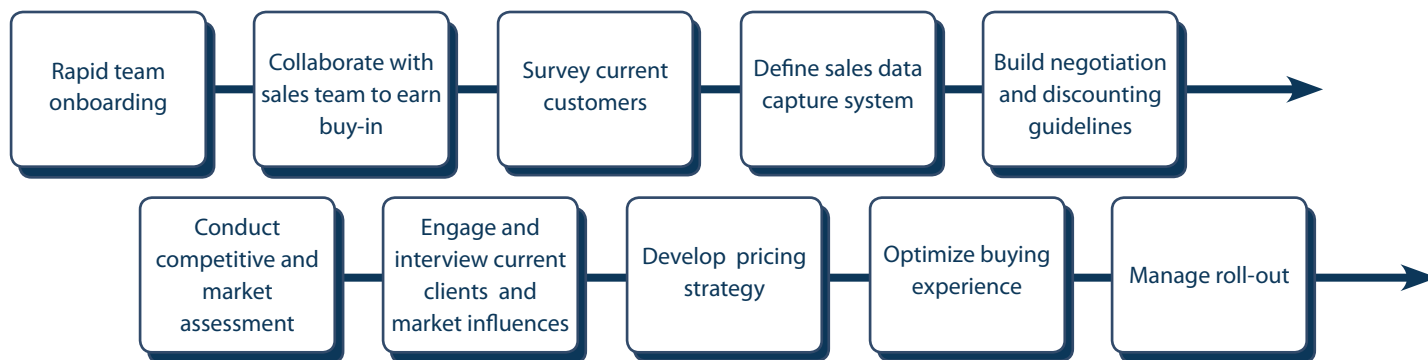
**Manual negotiating process**

**Minimal data capture**

One of the world's largest image licensing companies began feeling increasing competitive pressure in early 2003. While there had been few large competitors in its space since the firm's founding in 1989, the rise of the Internet and the adoption of digital media had attracted new entrants, creating an intensely competitive environment.

Previously, the client had utilized the Internet primarily to show potential customers content, while relying on a manual and resource intensive sales process for negotiating and closing deals. This process left the firm with very little historical pricing or image utilization data, making analysis difficult and decision-making largely subjective. Further, the client was missing out on efficiencies that competitors were realizing by completing sales on the Internet.

### The Process



## Solution

### **Needed price strategy**

The company asked Inviso to develop an effective and sustainable pricing strategy and a leading edge e-commerce purchasing experience for the customer. The Inviso team began by engaging sales managers' cooperation early in the project to understand current processes and their perception of customer profiles, needs, and pricing requirements.

### **Engaged with Sales Managers**

### **Interviewed customers**

Once a detailed understanding of current practices and pricing strategies was established, Inviso began a market and customer assessment. The engagement team conducted interviews with selected customers from multiple customer segments around the world, gaining a thorough understanding of market needs and current strengths and weaknesses in the client's practices. Inviso followed in-depth customer interviews with a broadly distributed survey to test hypotheses developed from its conversations with the sales force and customers.

### **Surveyed customers**

### **Analyzed competition**

Finally, a thorough competitive analysis was conducted to gain insight into competitors' pricing structure, price levels, discount policies and user experience.

### **Developed price framework**

### **Differentiated collections**

Based on this information, Inviso developed a comprehensive pricing framework, with price variations for usage parameters, country of use and other proprietary elements. Secondly, Inviso recommended that client product groups brand collections in order to be transparent about pricing differentiation and to clearly position themselves against competitors. Thirdly, Inviso recommended technology investment to develop an optimal user experience and provided business requirements. Finally, negotiation and discount guidelines were developed to give the purchasing process repeatability and consistency, while insuring maximum revenue from each sale.

### **Recommended user experience**

### **Created discount guidelines**

When senior client management accepted Inviso's recommendations, Inviso continued its involvement with the client in order to implement the strategy. Inviso consultants worked with the sales force to ensure they accepted the benefits of the new pricing structure. Inviso also provided guidance to the IT team that implemented the new price structure and buying process.

### **Implemented with sales force**

### **Collaborated with IT**

### **Achieved cost reduction and revenue increases**

As a result of the Inviso effort, the client realized dramatic reductions in cost per transaction, thus freeing capacity to increase sales, effective real-time data analysis, improved conversion rates on their web portals, and increased revenue per sale.