

Polaris™

Insight-driven revenue management



Polaris is a revenue management platform that combines robust data management and sector-specific analytics to help organizations proactively optimize commercial decision making.

Polaris can:



Provide insight into margin drivers and leakage across the business



Set and track investment decisions across customers



Proactively price with competitive intelligence



Track performance against annual pricing goals

There's no shortage of issues facing businesses today:

- **Consumers are increasingly fragmented**, demanding best prices, granular assortment, and personalized offers.
- **Sales teams need autonomy and flexibility**, but are limited in their ability to develop data-driven pricing and discounts.
- **Leadership struggles to protect margins and profitability** with realistic investments and guardrails, and effective, high-ROI promotion campaigns or discount compliance policies.
- **Pricing analysts lack visibility** into product costs and cost-to-serve fluctuations to minimize margin leakage.

To address this environment, the **Polaris™** revenue management analytics solution incorporates the *methods of Deloitte's top-ranked pricing and profitability management practice* to anticipate the questions that help drive business. Faster, more informed decision making in the areas of pricing, promotions, and profitability are possible with Polaris:

- **Persona-driven usability:** Intuitive user experience tailored to the business processes that revenue management and sales users follow.
- **Interactive data visualizations:** Flexible data exploration enabled through highly configurable visualizations.
- **Guided decision workflows:** Insights tailored to the decisions users make every day to help answer specific questions by commercial function.

Potential bottom-line benefits

- 2–10% margin expansion and 5–10% ROI improvement through analytically guided revenue management decisions.
- Quicker, more informed decision making with user-friendly displays and dashboards.
- 50%+ reduced total cost of ownership and faster implementation via SaaS technology.



How clients are realizing value

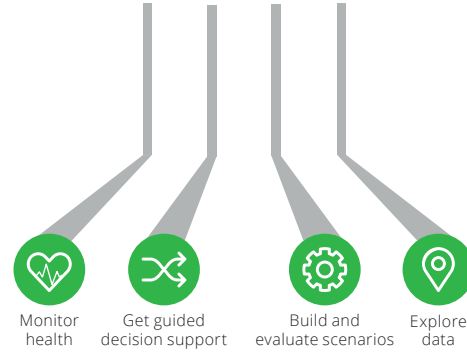
- A \$10 billion+ CPG company achieved over \$90 million in revenue and over \$70 million in profit with the help of Polaris for shelf-back pricing strategies and category optimization.
- A leading industrial products manufacturer gained \$70+ million in profit lift using Polaris to help design its dealer aftermarket pricing strategy and to measure the impact of the pricing execution.



Why Deloitte?

- For decades, Deloitte has been a trusted advisor to leading consumer products and manufacturing/distribution companies, helping them set effective pricing strategies that capture more value.
- Now we've applied our technical knowledge, advanced analytics capabilities, and industry experience to deliver Polaris, an end-to-end pricing, promotion, and profitability solution that's helping companies make smarter decisions and grow profits.

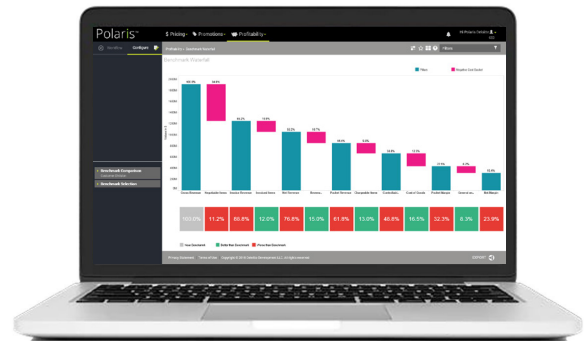
Polaris™



Smarter pricing and promotions decisions

With harmonized structured, unstructured, and syndicated data from across your enterprise, in-depth information can be accessed at any level—from the enterprise or business unit down to the individual sales rep, product, or store.

Add to that, the “what-if” scenario analysis helps you make confident decisions focused on future performance.



Agile, accurate, and granular revenue management decisions start with Polaris' advanced analytics capabilities and intuitive, persona-driven dashboards.

Start the conversation

Contact polaris@deloitte.com and visit www.deloitte.com/polaris for more information.

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