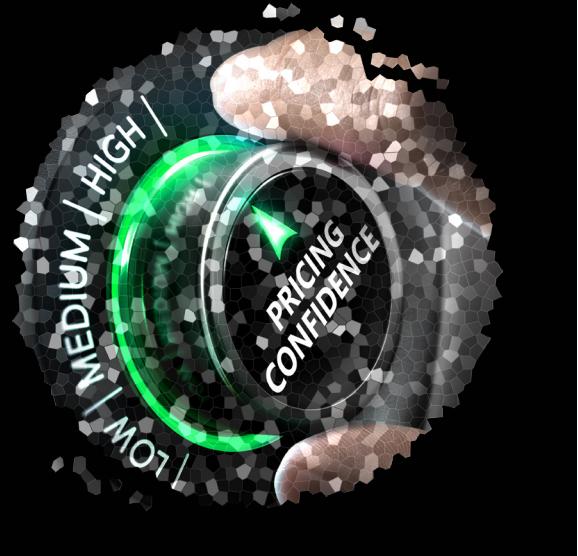


Polaris™

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.



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.
- **Guided decision workflows:** Insights tailored to the decisions users make every day to help answer specific questions by commercial function.
- **Interactive data visualizations:** Flexible data exploration enabled through highly configurable visualizations.

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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