

# The Price Waterfall

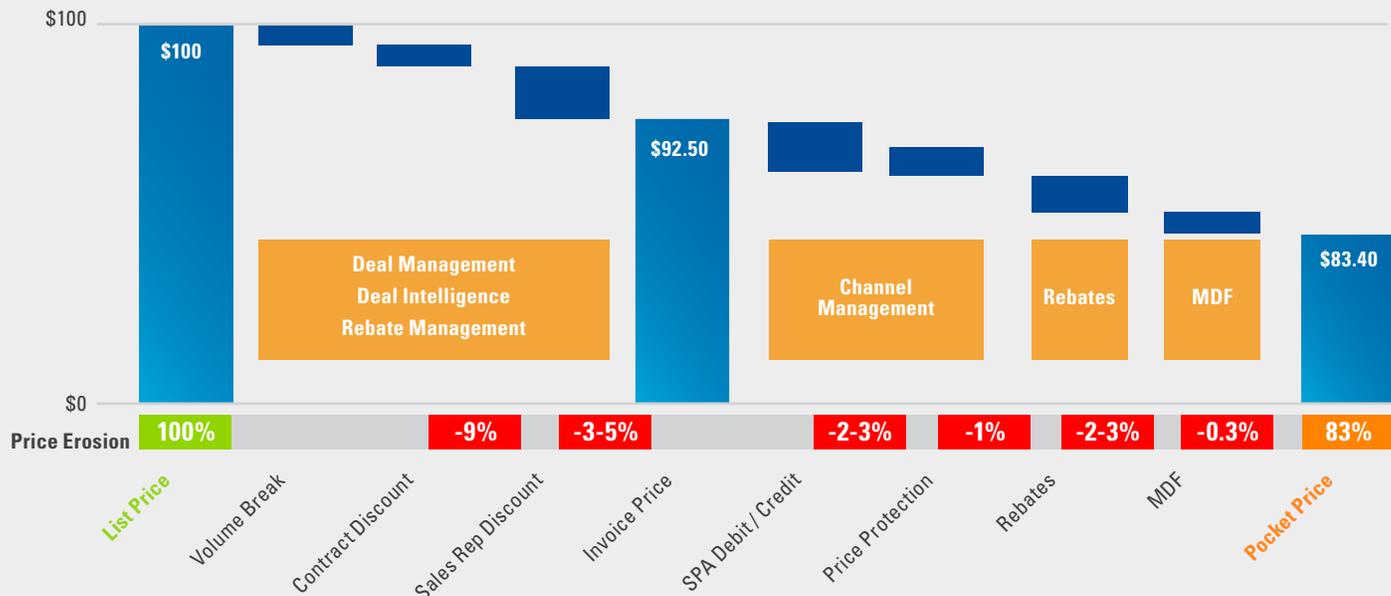
Model N

## Understanding the Power of Pricing to Define Your Revenue Reality

The simplest way to think of revenue is this:  $(\text{price} \times \text{volume}) - \text{incentives} = \text{revenue}$ . However, B2B transactions are rarely that simple. Pricing gets complex very quickly. The same product may have different prices for different regions, for different channels, and even end markets. Most companies still work in silos and search for solutions separately: CPQ, Pricing, Channel Portals, Price Protection, and Inventory Management.

This approach perpetuates inefficiencies and makes it increasingly difficult to manage the pricing and the revenue Gross-to-Net process effectively. End-to-end solutions are best positioned to deliver significantly differentiated value than point solutions, removing areas of revenue leakage.

Price Waterfall



Gain visibility—and control over—  
every revenue transaction in real time.

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