



Rockton
Pricing
Management



YOUR LARGEST UNTAPPED PROFIT LEVER IS PRICING INTELLIGENCE

Turn everyday pricing decisions into measurable margin improvement with a Pricing Intelligence Platform built for finance and pricing leaders.

The Hidden Profit Problem

Pricing is the only profit lever that impacts every transaction your company makes.

Yet in most organizations, pricing decisions happen across spreadsheets, overrides, manual approvals, and outdated price lists.

Small decisions compound across thousands of transactions.

Discounts increase.
Policies drift.
Costs change.

The result is margin leakage that quietly erodes profitability.

Finance often sees the impact only after it appears in financial results.

FINANCIAL IMPACT SNAPSHOT

Organizations using pricing intelligence typically achieve:

- **1-3 point improvement in gross margin** through disciplined pricing execution
- **Reduced margin leakage** from uncontrolled discounts and hidden costs
- **Higher EBITDA** driven by improved price realization
- **Greater visibility** into pricing performance across products, customers, and transactions

Pricing becomes a measurable driver of profitability.

MARGIN LEAKAGE STOPS HERE

Rockton Pricing Management is a **Pricing Intelligence Platform** purpose built for ERP-driven distributors. It connects every pricing decision directly to margin outcomes - before they hit financial reports.

- Instead of reacting to margin erosion after the fact, organizations gain the visibility and governance needed to improve pricing outcomes as decisions occur.
- Sales teams maintain flexibility within clear pricing guardrails.
- Finance gains confidence that pricing strategy translates into financial performance.



CFO DIAGNOSTIC

Is Pricing Quietly Eroding Your Margin?

Many organizations believe their pricing strategy is working, yet margin erosion still appears in financial results. Consider the following:

- Pricing decisions happen across spreadsheets, overrides, or manual approvals
- Discount activity impacts margin but is difficult to measure
- Pricing policies exist but are inconsistently followed
- Cost changes require manual updates to maintain margin targets
- When margins decline, it is difficult to trace the pricing decisions responsible

If you answered yes to even one, pricing may be a hidden source of margin leakage.

Rockton Pricing Management provides the pricing intelligence required to identify, govern, and improve pricing decisions before they impact profitability.

Pricing Challenges RPM Solves

Modern pricing environments are complex. Rockton Pricing Management helps organizations manage the pricing scenarios that typically create manual work, pricing errors, and margin leakage.

Complex Pricing Scenarios

Manage pricing structures that are difficult to maintain manually.

- Tiered and plateau pricing structures
- Multi-layered discounts and price adjustments
- Group, category, or class level pricing

Promotions and Discounts

Execute promotions without losing pricing control.

- BOGO or promotional pricing programs
- Date-driven promotions
- Promotional codes or coupon pricing
- Automatically apply the best available discount

Dynamic Cost-Driven Pricing

Manage pricing structures that are difficult to maintain manually.

- Tiered and plateau pricing structures
- Multi-layered discounts and price adjustments
- Group, category, or class level pricing

Rebates and Vendor Programs

Capture revenue that is often missed.

- Track vendor rebates and royalties
- Accrue rebates owed to customers or vendors
- Document and collect earned rebate programs
- Manage complex rebate agreements

Sales Incentives and Commissions

Align incentives with profitable pricing.

- Calculate commissions across multiple salespeople
- Track margin-based incentives
- Reward profitable selling behavior
- Manage sales performance programs

Turn Pricing Into Pricing Intelligence