



## Polaris™

### Insight-driven revenue management



**Provide insight into margin drivers and leakage across the business**

There's no shortage of issues facing businesses today:

- **Consumers are increasingly fragmented**, demanding best prices, granular assortment, and personalized offers.
- **Sales needs autonomy and flexibility**, but is limited in its ability to generate 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.



**Set and track investment decisions across customers**



**Proactively price with competitive intelligence**



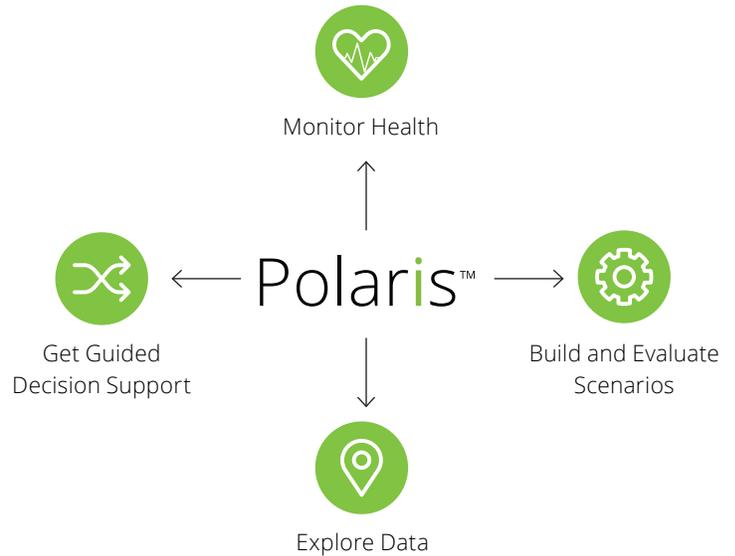
**Track performance against annual pricing goals**

## Smarter pricing and profitability 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 “what-if” scenario analysis, and you can 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.



### Potential Bottom-Line Benefits

- 3–5% margin expansion and 5–10% improved ROI 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 impact of the pricing execution.



### Why Deloitte?

- For decades, Deloitte has been a trusted advisor to leading consumer packaged goods 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.

## Start the conversation

If you’re interested in learning how we can help you grow revenue and profits, we should talk. Contact one of us directly or visit [www.deloitte.com/polaris](http://www.deloitte.com/polaris) for more information.

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