



**IRIS PRICING
SOLUTIONS**

Streamlining Pricing and Operations Post-Acquisition

Unified Strategies to Align Pricing, Freight, and Discounts Across Two
Integrated Businesses

Manufacturing Case Study

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Situation

- Our client a **\$300M manufacturing company**, needed to optimize pricing structures and align strategies for its HVAC reflective insulation products after acquiring a competitor.
- Key challenges included:**
 - Integrating pricing, rebate, and discount structures between the two businesses.
 - Developing a consistent freight model to streamline operations.
 - Resolving customer confusion caused by differing processes and product portfolios.
 - Aligning internal processes and creating a cohesive product offering across both companies.

Approach

- Pricing Strategy:** Developed a new product pricing structure based on pricing power and insights from internal and external research.
- Freight Model:** Created a comprehensive freight model, estimating costs for any product from any warehouse to any

customer location, incorporating freight and handling fees based on historical data.

- Opportunity Assessment:** Conducted an analytical deep dive, value workshops, internal stakeholder interviews, and customer research to identify short-term opportunities.
- Consistent Policies:** Developed implementable recommendations for a unified pricing, freight, rebate, and discount structure.
- Customer Transition:** Addressed customer expectations for prior pricing practices through clear value communication to ease the transition to the new model.

Results



Established a consistent pricing methodology across the two businesses, enhancing alignment and pricing confidence.



Reduced administrative burdens, particularly for freight management.



Improved internal pricing IQ and facilitated smoother operations across the integrated businesses.

