

Pricing transformation through intelligent data

Understand how high-quality, centralized pricing data enables organizations to move from reactive decisions to intelligent, AI-driven strategies that scale globally and sustainably.

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Why data is the foundation

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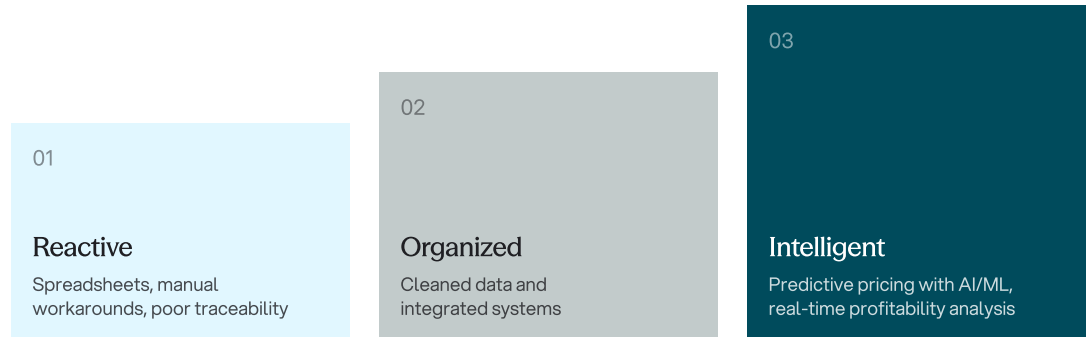
Symptoms of poor pricing data

- Inconsistent customer pricing
- Frequent manual approvals
- Lack of quote traceability
- Delays in quote generation
- Inaccurate reporting and forecasting

What good data looks like

- Centralized and version-controlled product catalogs
- Clearly defined pricing rules and exceptions
- Real-time integration with ERP and CRM systems
- Intelligent: Predictive pricing with AI/ML, real-time profitability

3 Stages of pricing data maturity



ArticulateIT's data approach

- Auditing current data architecture
- Identifying key pricing tables and fields
- Structuring hierarchies across SKUs, bundles, and services
- Creating a future-proof model that supports automation and scale

Client success story

A global healthcare company reduced pricing errors by 85% and increased quote speed by 3x after a structured data transformation project with ArticulateIT. The project was completed in 8 weeks, including alignment across 12 countries.

From chaos to confidence

Better data leads to better decisions. Clean, reliable pricing data builds CFO confidence, accelerates digital transformation, and lays the groundwork for AI-driven profitability.



Trust-led transformation

ArticulateIT is a boutique consultancy that helps advanced B2B companies in their digital transformations and drives the everyday improvements that drive margin, speed, and competitive advantage.

■ Get in touch

Need to bring structure, clarity, and results to your organisation?

Let's talk [↗](#)



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Global reach,
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