

# Introduction ePP

September, 2009



**The European Pricing Platform is a  
knowledge sharing network for pricing  
decision makers**

- ✓ Open and neutral/unbiased
  - ✓ Not for profit
- ✓ Give and take participation
- ✓ For all pricing decision makers

# About the ePP (1)

- **The European Pricing Platform (ePP) is the first - independent - European network focused to support pricing decision makers in a wide variety of industries and sectors.**
- Pricing is an important component of an enterprise's business processes and financial performance. Companies can face a variety of pricing problems such as unnecessary discounting and quoting prices below breakeven. We believe that improving pricing is one of the most strategic and powerful ways for companies to improve their business and financial performance. **A 1% improvement in price translated to an 11% increase in profitability.**
- The ePP brings **the best of pricing in Europe** for general managers, marketing & sales managers, financial and operations managers involved in pricing decision making.
- Furthermore, the ePP is the **platform for lecturers and professors at European universities working on pricing research**, linking academic knowledge to managerially relevant pricing knowledge and solutions.

# ePP Vision(1)

## We believe :

- That in the next decade '**Pricing' will become one of the main shareholder value drivers** for organizations.
- That the **need for pricing expertise will increase significantly** in the coming years.
- That pricing decision makers in European countries will be in **search for increased knowledge and knowledge-sharing**.

# Our ePP Mission (1)

## The ePP wants :

- To be the **on- and offline meeting place for European pricing decision makers** and pricing academics.
- To **put pricing on the CEO agenda.**
- To be the platform where you can **extend your network of pricing professionals, find and share pricing knowledge, search and post jobs, and build relations.**
- **To support pricing decision makers with new sources of knowledge, tools and technologies** in the complex environment of strategic pricing by means of training, workshops, seminars, congresses and publications.
- To **support pricing knowledge development**

# Why you cannot miss out from joining the European Pricing Platform (ePP):

Businesses that develop the **price management advantage**, ultimately use their superiority in pricing to **outperform** their **competitors** in the market and deliver significantly **higher returns to their stakeholders**.

- We will provide you with **the answers to the latest pricing challenges** you are facing in your business today.
- **Combining on- and offline media**, you will gain the inside knowledge and cross industry insights you need in order to benchmark your pricing strategies, maintain critical competitive advantage and ensure maximum value capturing.
- You will **meet European pricing colleagues** and get in touch with peer-to-peer pricing decision makers to share best cross-industry practices.
- You will **enhance your pricing know-how** via the interactive trainings, bringing state-of-the-art Pricing knowledge.

This pricing platform **is a must to discover** for all Pricing related business managers.

# About the ePP ORGANISATION (1)

- In each country the ePP is **empowered by a strong reference board** of pricing professionals.

Reference boards are installed to guarantee the excellent working of the platform and to monitor the platform on delivering top quality activities.

## **European Board**

Pol Vanaerde (President) – Britt Dejager and Lien Van Tieghem (Office Manager)

## **Reference Board - The Netherlands**

Charles de Klerk (SITA Suez)

Byron Schulte (Vodafone)

Binne Heida (Blauw Research)

Kevin Pak (ORTEC)

## **Reference Board - Czech Republic**

Gorjan Lazarov (Marriott Hotels)

# About the ePP ORGANISATION (2)

- In each country the ePP is **empowered by a strong reference board** of pricing professionals.

## **Reference Board - Belgium**

Patrick van Dijck (Screenvision)

Andrike Mastebroek (SPE/Luminus)

Ulrik Melort (Friesland Foods Professional)

## **Reference Board - Germany**

Frank Frohmann (Robert Bosch GmbH)

Marek Goerlich (Claas GmbH)

Pieter van Ginkel (Blauw Research GmbH)

Robert Irwin (Infineon GmbH)

## **Reference Board – Austria**

Andreas Hinterhuber (Hinterhuber & Partners)

Herbert Brauneis (Prolytic)

# ePP ACTIVITIES (1)

To realize ePP's main goals, a variety of tools and activities are developed and organised.

## [www.pricingplatform.eu](http://www.pricingplatform.eu)

Recently the ePP relaunched **the online pricing platform** :  
the online meeting place for pricing decision makers and pricing academics.

Visitors are informed about the latest pricing news, upcoming workshops and trainings, and pricing jobs.

ePP participants access through a login code a variety of pricing need to reads, workshop presentations, and detailed participant contact information.

The screenshot shows the homepage of the European Pricing Platform. At the top, there is a navigation bar with links to HOME, ABOUT ePP, PARTICIPANTS, WORKSHOPS, TRAINING, JOB SERVICE, PRICING NEWS, and CONTACT. Below the navigation bar, there is a section titled "Latest Pricing News" with three items:

- 6/10/2006 - IL: JOB OFFER | Vodafone zoekt marketeer met gevoel voor cijfers (Maastricht)
- 3/10/2006 - IL: Extra kosten voor extra bestuurder bij autoverhuur: kostenlenken of value-creatie
- 25/9/2006 - EII: Ringtones bundling: 60% of subscribers are "sleepers"...

Below the news, there is a link to "Click here for the complete pricing news archive".

On the right side of the page, there is a sidebar titled "About the European Pricing Platform" which contains a brief description of the platform and a link to "Continue reading about the European Pricing Platform".

At the bottom of the page, there is a "Login to Your Pricing Platform:" form with fields for "Username" and "Password", a "Remember my password" checkbox, and a "LOG IN" button. To the right of the form, there is a list of permissions for registered users.



[www.pricingplatform.eu](http://www.pricingplatform.eu)

# ePP ACTIVITIES (2)

## WORKSHOPS

In every country four times a year workshops are organised on specific pricing subjects.

Recently covered subjects :

Pricing Simulation, Price Bundling, The pricing Process, Dynamic Pricing, etc.



**Pricing workshops** are: The Pricing Toolbox (Netherlands), Software Pricing with a True Business Case (Netherlands) , and Value Based Pricing Vs. Performance Based Pricing(Germany), Pricing structures as a key lever towards profitable customer relationships (Belgium). The purpose of this events are to extend the 'Toolbox' of the pricing professional.

# ePP ACTIVITIES (3)

## PricingFuel Days

### Refuel your Pricing knowledge in one day !!!

In 2009, the ePP has started with the launch of 'The PricingFuel Days' which are organised in different countries (Benelux, Germany, U.K., Italy, etc.)around Europe. The purpose is to reach and update the Pricing Knowledge of internationally Business Managers. The PricingFuel Days would include each time :

3 keynote speakers,

2 tracks with break-out sessions: - Pricing Management Focused

- Revenue & Yield Management Focused

## Sponsorship Possibilities

The ePP offers: a Gold Sponsorship Pack - valued at € 1.950,

a Silver Sponsorship Pack - valued at € 1.450.

Sponsors receive full exposure and exclusive business development opportunities !

Contact Britt Dejager or call on: +32 (0) 51 320 372 for more information.

# ePP ACTIVITIES (4)

## TRAINING PROGRAMS

Together with our constructive partners training programs such as Strategic Pricing, Euro pricing, The Pricing Toolbox, Revenue and Yield Management, Fast Moving Consumer Goods, B2B Value Selling, Pricing for Controllers, Optimise your Profits, etc. are provided.

**The Pricing Academy** will be introduced in the Benelux, Germany and other countries.

Early 2009, new trainings will be added under the format of 'The Pricing Academy' such as: Foundations on Pricing, Negotiation under Price Pressure, Pricing for Controllers, Value Based Pricing, Best Pricing Practises in Telecom Pricing, etc. Together with the already existing trainings and Masterclasses.

## PRICING RESEARCH

The ePP is eager to cooperate with other Pricing Experts to execute a Pricing research / survey.

# ePP ACTIVITIES (5)

## ANNUAL PRICING CONFERENCE

**The European Pricing Platform in partnership with PROS Pricing has organised successfully for the first time 'The European Pricing Forum - 2008 at the Hilton Hotel, Frankfurt. With a total of 92 participants, excluding speakers and staff.**

The event featured a host of networking activities, certification sessions, presentations and cases illustrated by international top speaker from: BASF, BCC, BP, Clariant, CSConsulting, Dell Europe, Disneyland Paris, European Pricing Platform, Infineon, Microsoft, Pricing Solutions, PROS Pricing, Simon-Kucher & Partners, TUI Deutschland GmbH, Walt Disney Parks & Resorts, Qatar Airways.

Due to the success a **new Pricing Conference will be planned on September 29<sup>th</sup>, 2009.**



# ePP ACTIVITIES (6)

## EUROPEAN BEST PRICING MASTER THESIS AWARD

The ePP rewards yearly the **European Pricing Thesis Award**. As the need for pricing expertise will increase significantly in the coming years. Knowledge development of pricing strategies, - software, - tools and - tactics are key for organizations aiming at sustainable growth and value capturing. Only few organizations have pricing managers today. As the need for more talent will seriously increase, students who focus on the pricing subject might be one step ahead of others at the moment they enter the career market. We herewith stimulate a new generation of professionals starting their careers with fundamental and applied knowledge in the pricing area which is the driver behind the European Best Pricing Master Thesis Award.

Last year sponsors were :



Sponsorships are still available !

Contact [Britt Dejager](#) when having further interest: +32 (0)51 320 372

**Academic research is of vital importance to pricing knowledge development.** The European Pricing Platform commissions leading academics to contribute to and ensure continuous development of science-based and managerially relevant pricing knowledge and solutions:

- Dr. Marc Falko Schrader
- Dr. Stefan Lubritz
- Dr. Paul Matthyssens

- Dr. Oliver Roll
- Dr. ManMohan S. Sodhi

# PARTNERS

**The European Pricing Platform (ePP) offers partnership packages for organisations that endorses the importance of pricing.**

## **Founding Partners**

Provide academic contribution and / or actively support in bringing pricing on the CEO agenda / augment awareness and knowledge of management in general around the subject of pricing.

## **Corporate Partners**

Contribute with pricing knowledge, - tools and ePP funding.

## **Media Partners**

Support ePP activities with regular media attention.

# CORPORATE PARTNERS...

... contribute with pricing knowledge / tools and ePP funding.

Different corporate partners with different interests :

- ✓ **Pricing Expert** partners
- ✓ **Pricing Research** partners
- ✓ **Pricing Technology** partners

Contact [Britt Dejager](#) when having interest to become a partner !

# CONNECT WITH OTHER PARTNERS

## Founding Partners



## Corporate Partners



**HINTERHUBER & PARTNERS**  
Strategy | Pricing | Leadership



## Media Partners



[www.pricingplatform.eu](http://www.pricingplatform.eu)

# CONTACT :

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