

## Unlocking Profit Potential for Chemical Products:

### Accelerate Pricing Optimization by Artificial Intelligence (AI)

Navigating pricing strategies within the chemical industry is a multifaceted challenge. Determining the right price involves a myriad of factors including costs, market dynamics, and nurturing customer relationships.

In the chemical industry, pricing is often guided by lists and limit frames, resulting in historically-grown pricing structures and fragmented price points. Despite the popularity of price management tools, optimization methods rely heavily on manual processes, hindering agility and profit margins. Concise and fast price optimization remains an underestimated lever for profit increase, with the potential for a gross margin uplift of up to +15%.

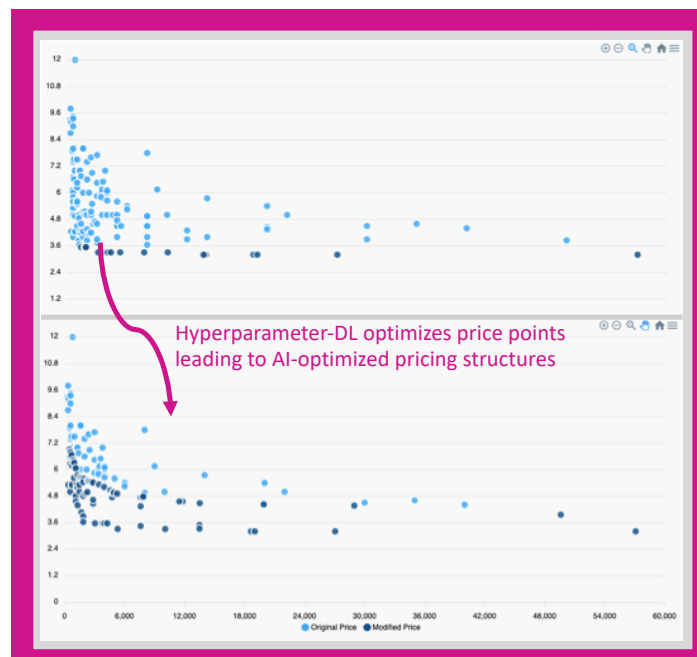
Enter our ChemPX-1 streamlined pricing optimization solution. By leveraging advanced algorithms and data analytics, we offer a concise software that is easily accessible to maximize profitability across product portfolios. ChemPX-1 is able to cope with the high complexity of pricing that is difficult to cover with spread sheet exercises.

Beyond price optimization, our agile pricing framework empowers swift, data-informed decisions to capture the full value of your offerings amidst market fluctuations and cost dynamics.

Unlock your profit potential with ChemPX-1 at the forefront of pricing innovation in the dynamics of the chemical industry.

## Pricing Optimization

ChemPX-1, provided as Software-as-a-Service (SaaS) in a secured cloud environment, utilizes pre-trained Deep-Learning algorithms to analyze and optimize your price data, providing an optimized price structure within your market environment.

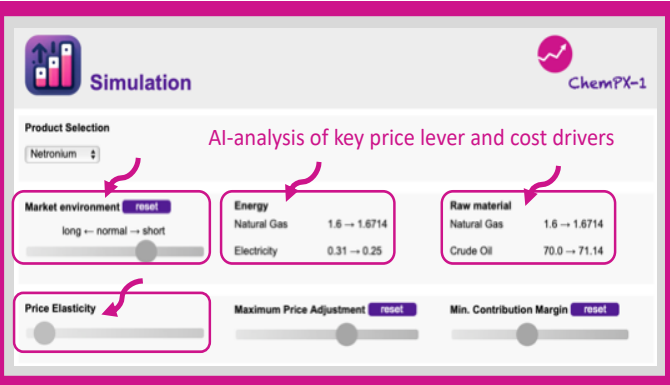


Visualize your data and further optimize by setting price modification strategy and margin frames. Your strategy and pricing optimization further train the algorithms to unlock the full potential of automated routines.

➤ *Harness the power of deep-learning a capability far beyond the reach of spread sheets and price lists. Let deep-learning algorithms optimize your pricing to unlock unseen profit potential.*

## Dynamic and Predictive Pricing

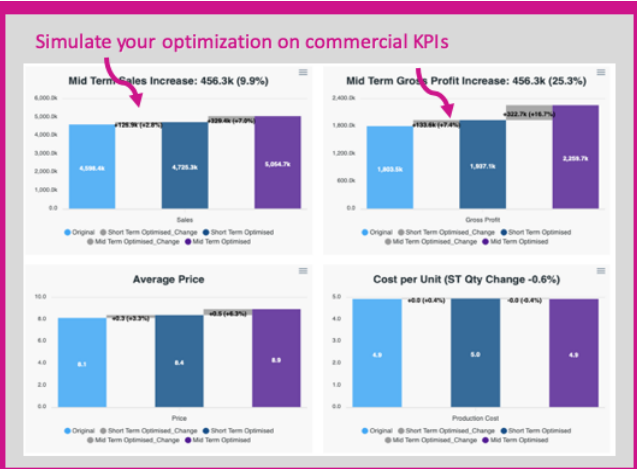
ChemPX-1 enables dynamic & predictive pricing considering market dynamics and key cost drivers like energy and raw materials costs that impact manufacturing costs.



ChemPX-1 facilitates dynamic and predictive pricing, taking into account market dynamics and the development of critical cost drivers such as energy and raw material expenses, which directly affect manufacturing costs. Anticipate and adopt to market shifts effectively with our intuitive software solution.

## Simulation of Commercial KPIs

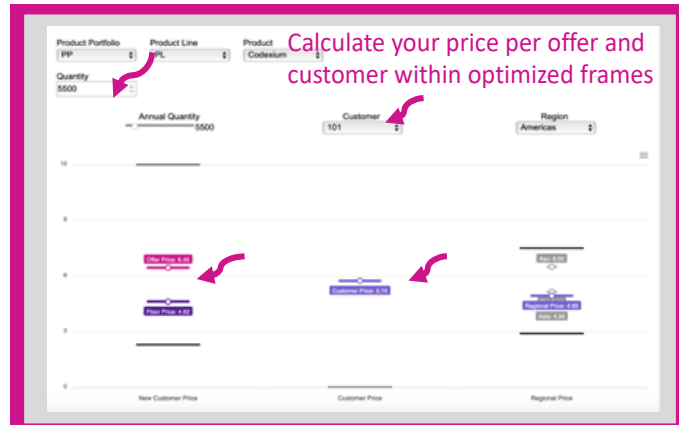
Leverage our hyperparameter Deep-Learning algorithms to conduct real-time simulations for price modifications across commercial KPIs like revenue, profits, and costs.



Get immediate pricing guidance and harmonized price proposals for data-informed pricing measures.

## Price calculation

Say goodbye to cumbersome pricing based on price lists. Make accurate and informed price decision with the user-friendly ChemPX-1 calculator. Predict your prices on customer level and get your quotes with a few clicks according to optimized price frames at a high confidence level.



## Connect to E-Commerce / CPQ

ChemPX-1 pricing tool software is easily to connect with your management system ERP to facilitate configure-price-quote (CPQ) processes effortlessly. Price frames are automatically updated by ChemPX-1 and can be connected to e-commerce or pricing platforms to facilitate seamless integration of optimized prices.

Empower your business with optimized pricing, dynamic pricing decisions, and seamless integration. Increase your profit in the competitive market.

Experience firsthand the future of pricing solutions today.

**Connect with us to get a demo.**

[contact@chempx.de](mailto:contact@chempx.de)

[www.chempx.de](http://www.chempx.de)

**ChemPX-1**

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