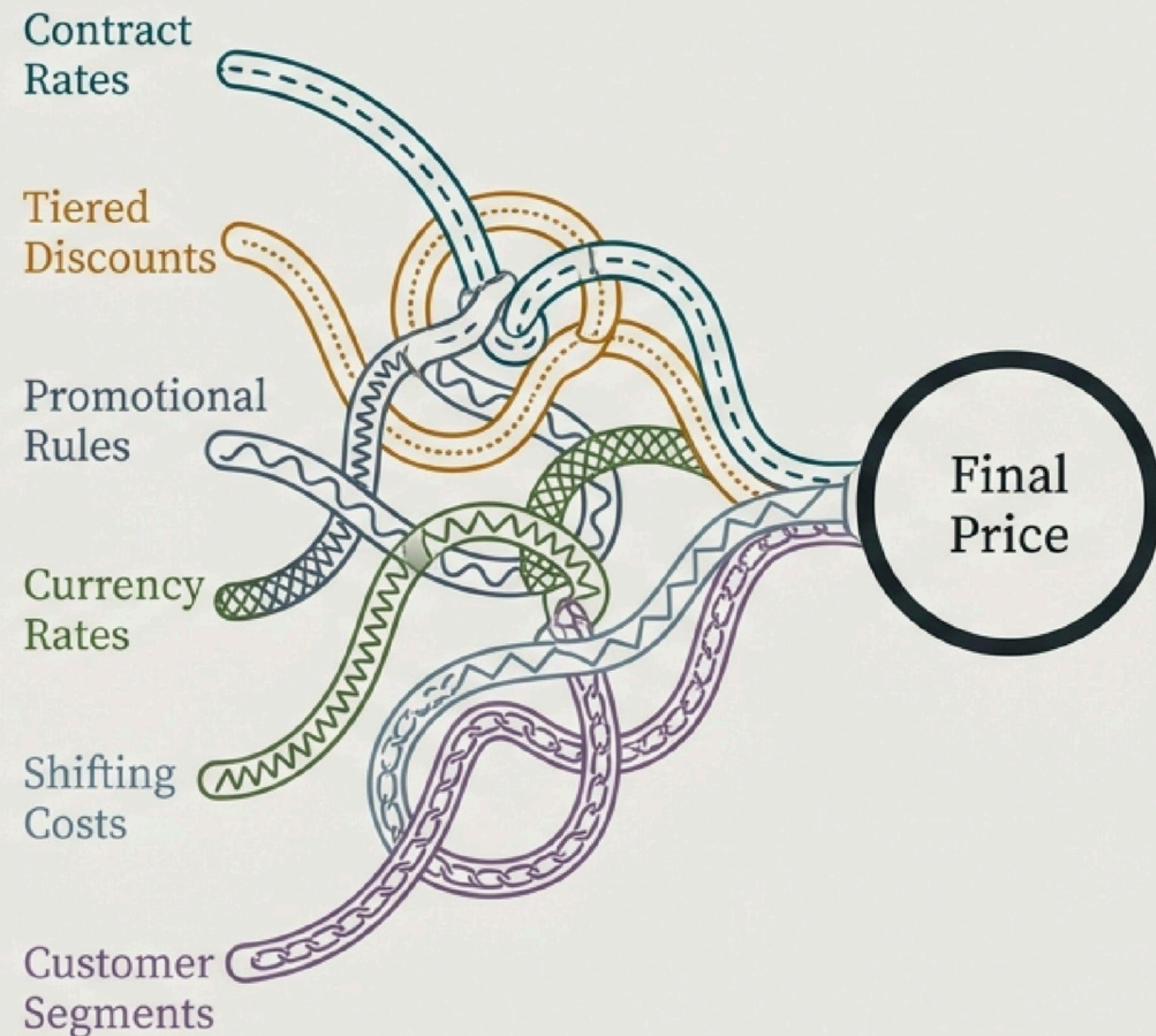# Total Pricing Mastery

The OstendoSellPrice Engine: A Strategic Framework
for Control, Flexibility, and Growth.

Ostendo

# The Challenge of Modern Commerce is Pricing Complexity

Today's market demands more than a simple price list. You need to manage contract-specific rates, run targeted promotions, handle multiple currencies, and adapt to shifting costs—all while protecting margins and driving sales.

Static, one-size-fits-all pricing is a liability. Proactive, intelligent pricing is a competitive advantage.
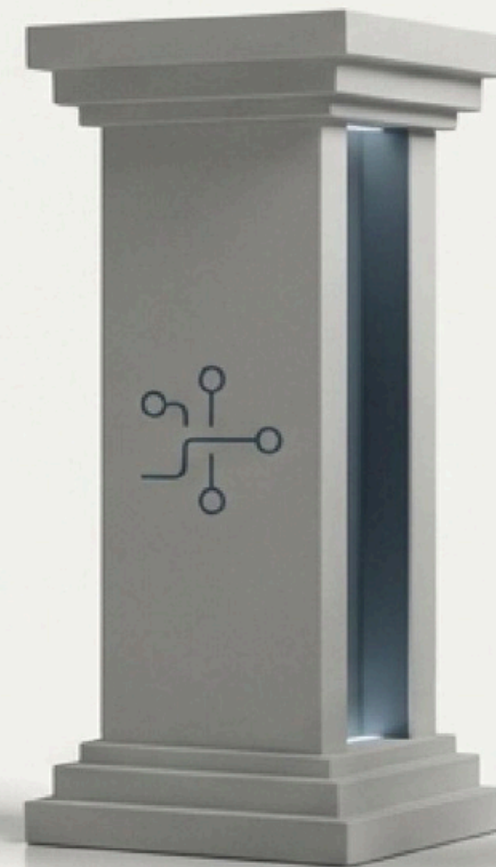
A Framework for Total Pricing Mastery

The Ostendo engine is built on four integrated pillars of capability, designed to move your business from reactive pricing to a proactive, strategic system.
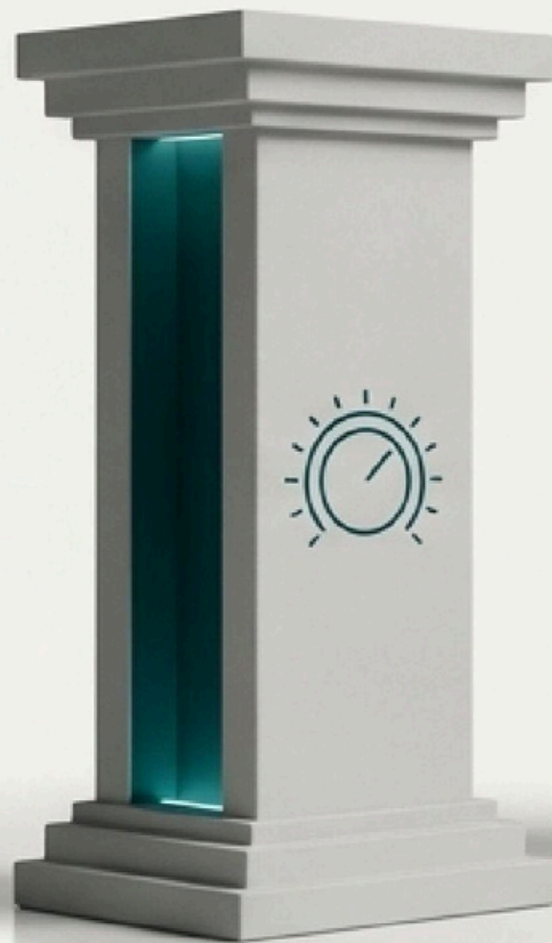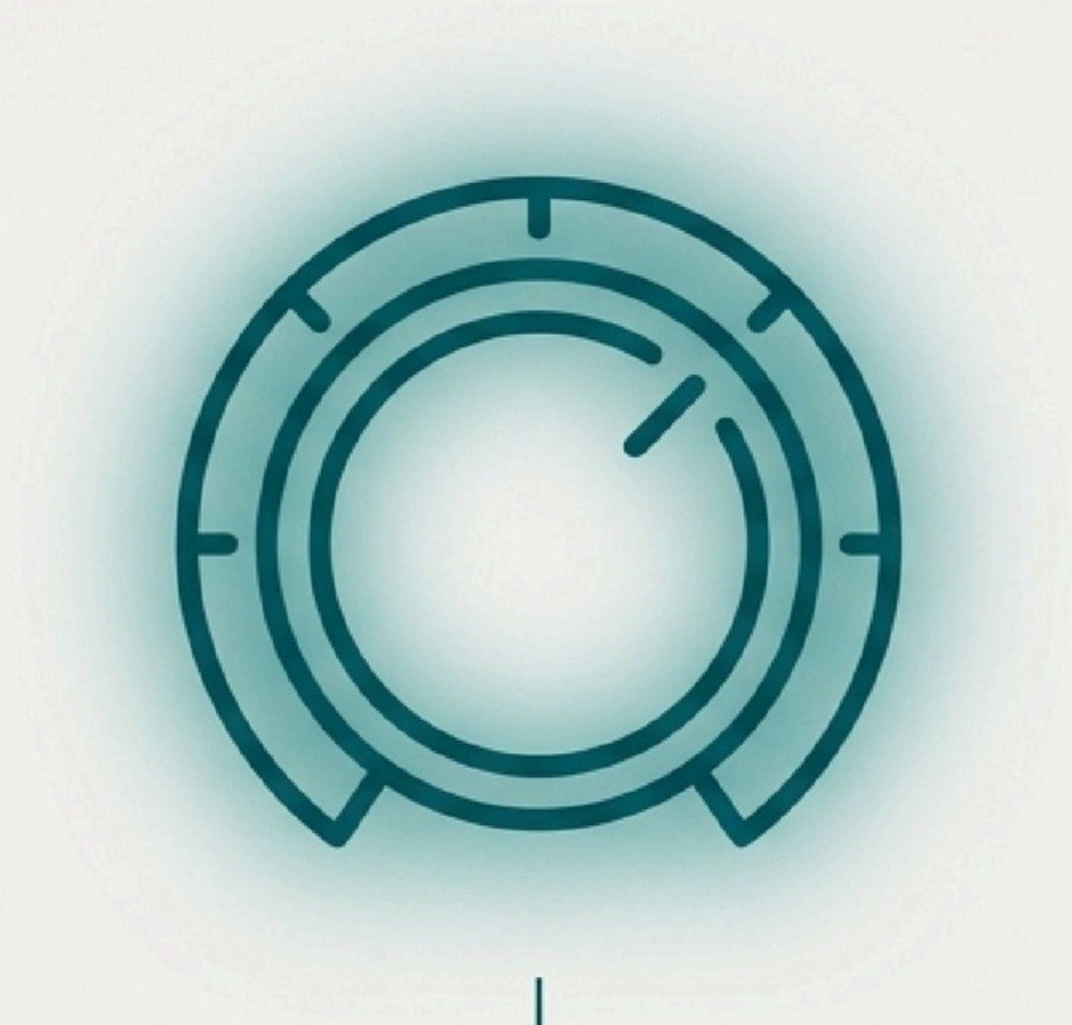

Granular
Control

Dynamic
Flexibility

Intelligent
Automation

Strategic
Growth

Pillar 1: Establish Granular Control

True pricing power begins with the ability to set the right price for the right situation, every single time. This pillar is about defining specific rules, targeting precise customer segments, and ensuring your pricing is always accurate and intentional.

Execute with Precision: Contract Pricing & Effectivy Dates

Go beyond standard price lists with the most specific form of pricing available. Define unique pricing and discounts that reflect your most important commercial agreements.

Contract-Specific Pricing

Assign unique price rules to specific customers or defined price levels.

Quantity Price Breaks

Automatically apply different prices based on order volume within a contract.

Effectivity Dates

Set precise start and end dates for any special pricing or discount, ensuring promotions and contracts are managed flawlessly.

Example: Set a special price for Customer X on Product Y, valid only from June 1st to August 31st for orders over 100 units.

Command Every Detail: From Global Currencies to Line–Item Overrides

Control extends across every dimension of a transaction. Set rules that govern international sales and empower your team with the discretion to make final adjustments when necessary.

Global Reach

Multi-Currency Capability

Define and apply all pricing rules, levels, and special prices specific to individual currencies. Price with confidence in any market.
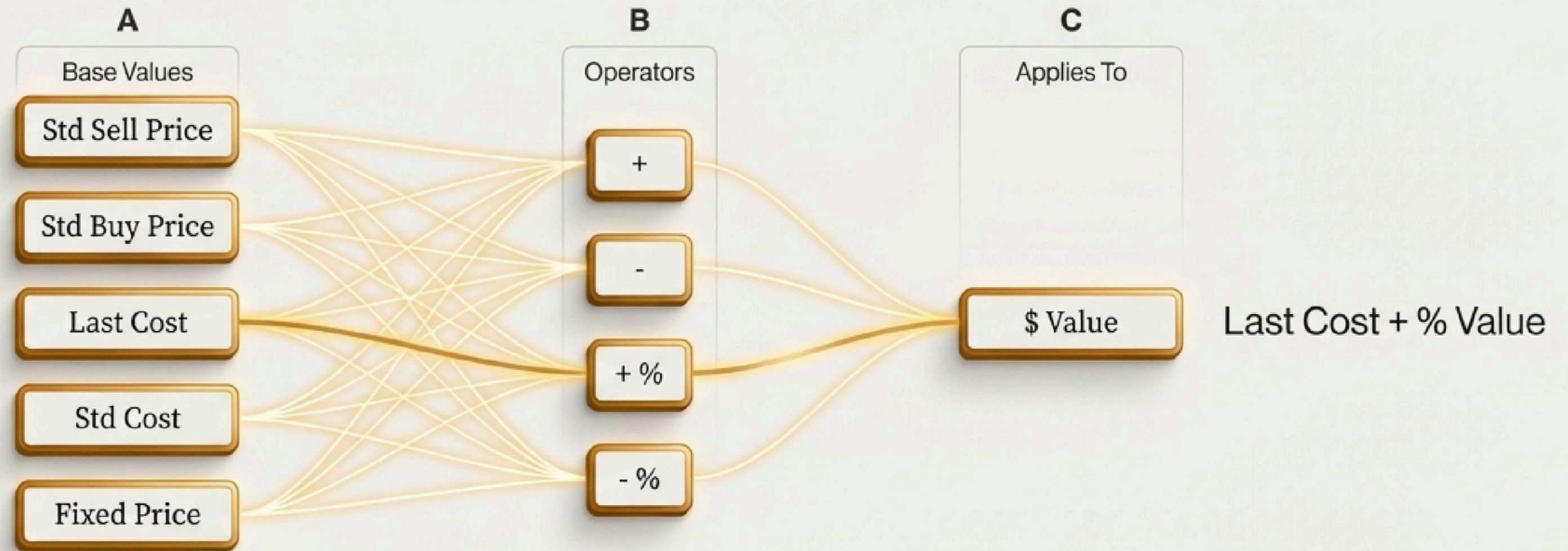
Final Say

Manual Override Power

Authorized users can manually override any calculated order line price, providing the ultimate layer of control for unique negotiations or one-off situations.

Pillar 2: Build with Dynamic Flexibility

Your business isn't standard, and your pricing engine shouldn't be either. Dynamic Flexibility is the power to construct virtually any pricing calculation from a rich set of variables, ensuring ensuring the system adapts to your business model, not the other way around.

The Core Engine: A Universe of Calculation Methods

A

Base Values

- Std Sell Price
- Std Buy Price
- Last Cost
- Std Cost
- Fixed Price

B

Operators

- +
- −
- + %
- − %

C

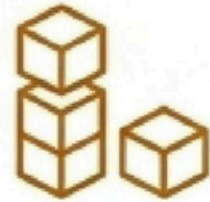**Applies To**

- $ Value

Last Cost + % Value

How it Works: Combine any base value with a mathematical operator to create unlimited, sophisticated price levels. Link customers and products with rules that precisely match your strategy.

Std Sell Price + $ Value | Std Sell Price − $ Value | Std Sell Price + % Value
Std Sell Price − % Value | Std Buy Price + $ Value | Std Buy Price − $ Value
Std Buy Price + % Value | Std Buy Price − % Value | Fixed Price $ Value

Fixed Price $ Value | Last Cost + $ Value | Last Cost − $ Value
Last Cost + % Value | Last Cost − % Value | Std Cost + $ Value
Std Cost − $ Value | Std Cost + % Value | Std Cost − % Value

Layering Sophistication with Advanced Discounting

Apply discounts with surgical precision. Whether you need stacked, cumulative discounts or simple, standard reductions, the engine provides the flexibility to structure them at any level of your business hierarchy.
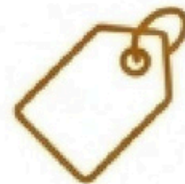
Cumulative vs. Standard
Choose whether multiple discounts stack or if only one applies.

Apply at Price Level
Set a discount for an entire customer tier (e.g., 'Gold Members get 10% off').
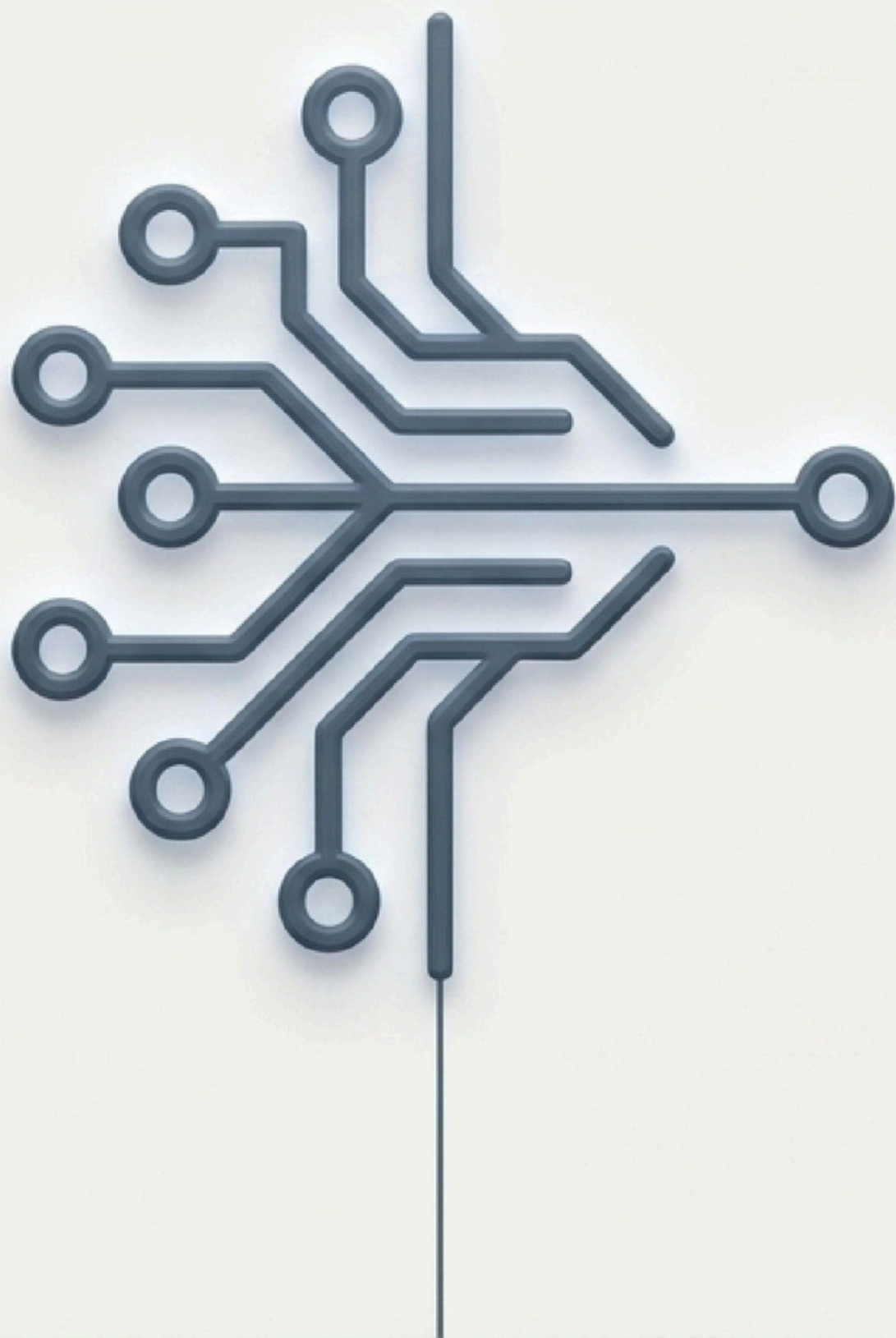
Apply at Item Level
Set a discount for a specific product or product category.

Apply at Customer Level
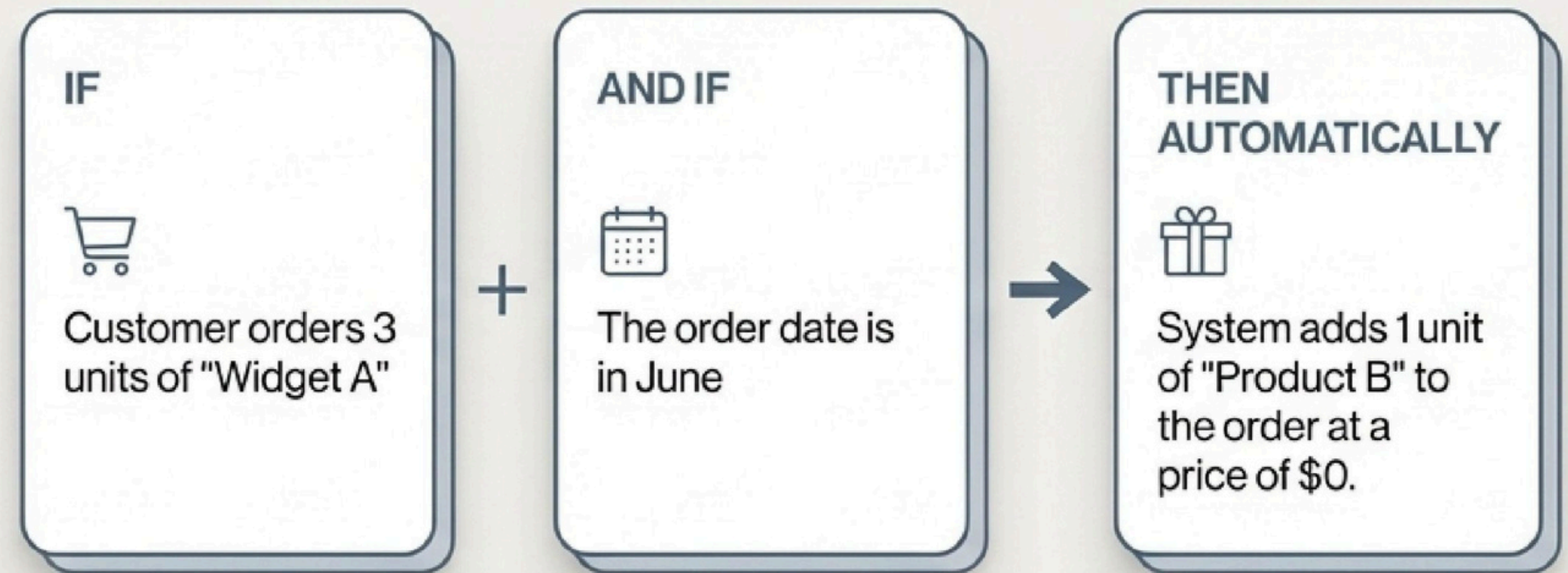Assign a unique discount structure directly to a single customer account.

Pillar 3: Drive Efficiency with Intelligent Automation

The most powerful pricing strategies are useless if they can't be executed reliably and efficiently. Intelligent Automation lets you codify complex logic into rules that run automatically, ensuring accuracy and freeing your team to focus on sales, not on manual calculations.

The Power of Rules: The Automated Order Pricing Matrix

The Order Pricing Matrix allows you to build "if-then" rules that automatically insert or modify order lines when specific conditions are met. It's the engine for your promotions and complex order-based offers.

IF

🛒

Customer orders 3 units of "Widget A"

+

AND IF

📅

The order date is in June

→

THEN AUTOMATICALLY

🎁

System adds 1 unit of "Product B" to the order at a price of $0.

From 'Buy X, Get Y Free' to time-sensitive bundled discounts, the matrix executes your promotional logic flawlessly without any user intervention.

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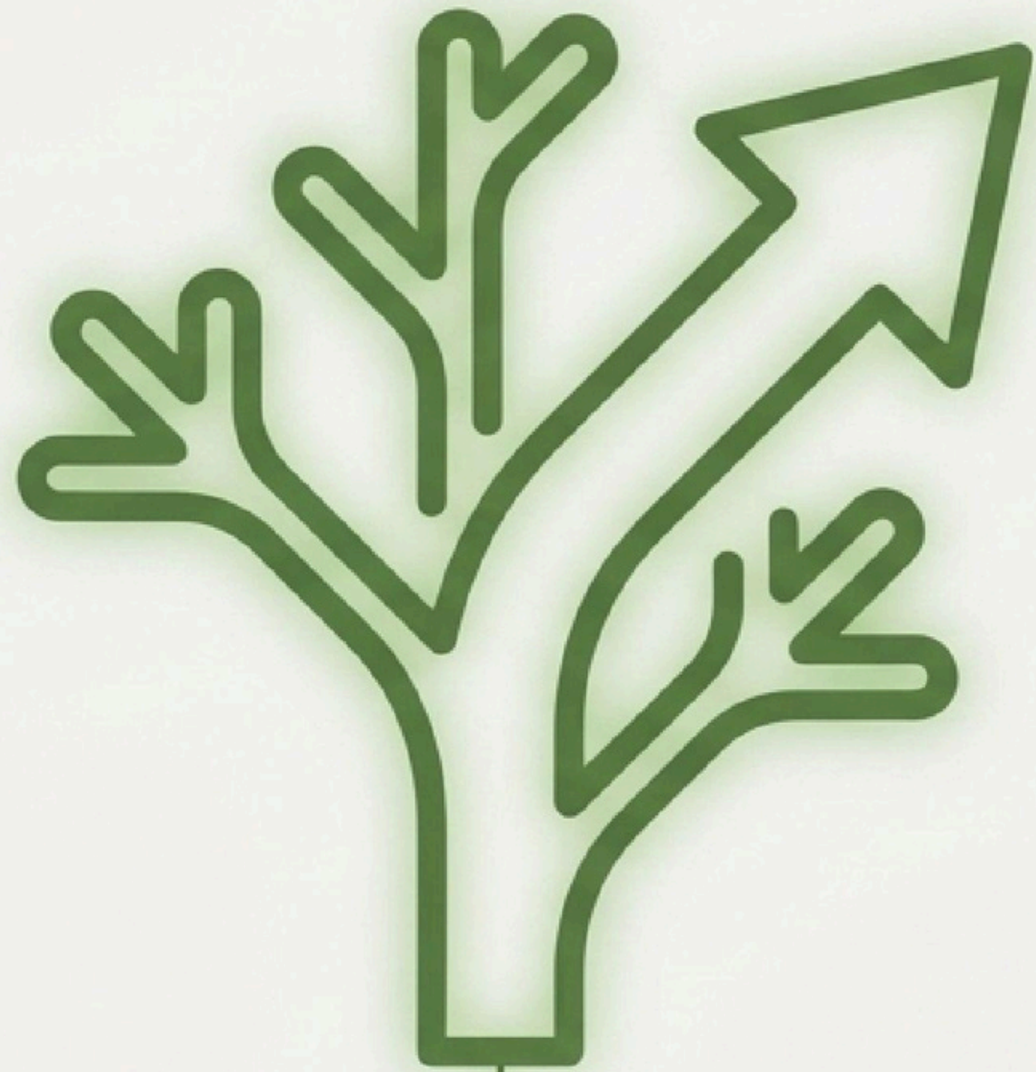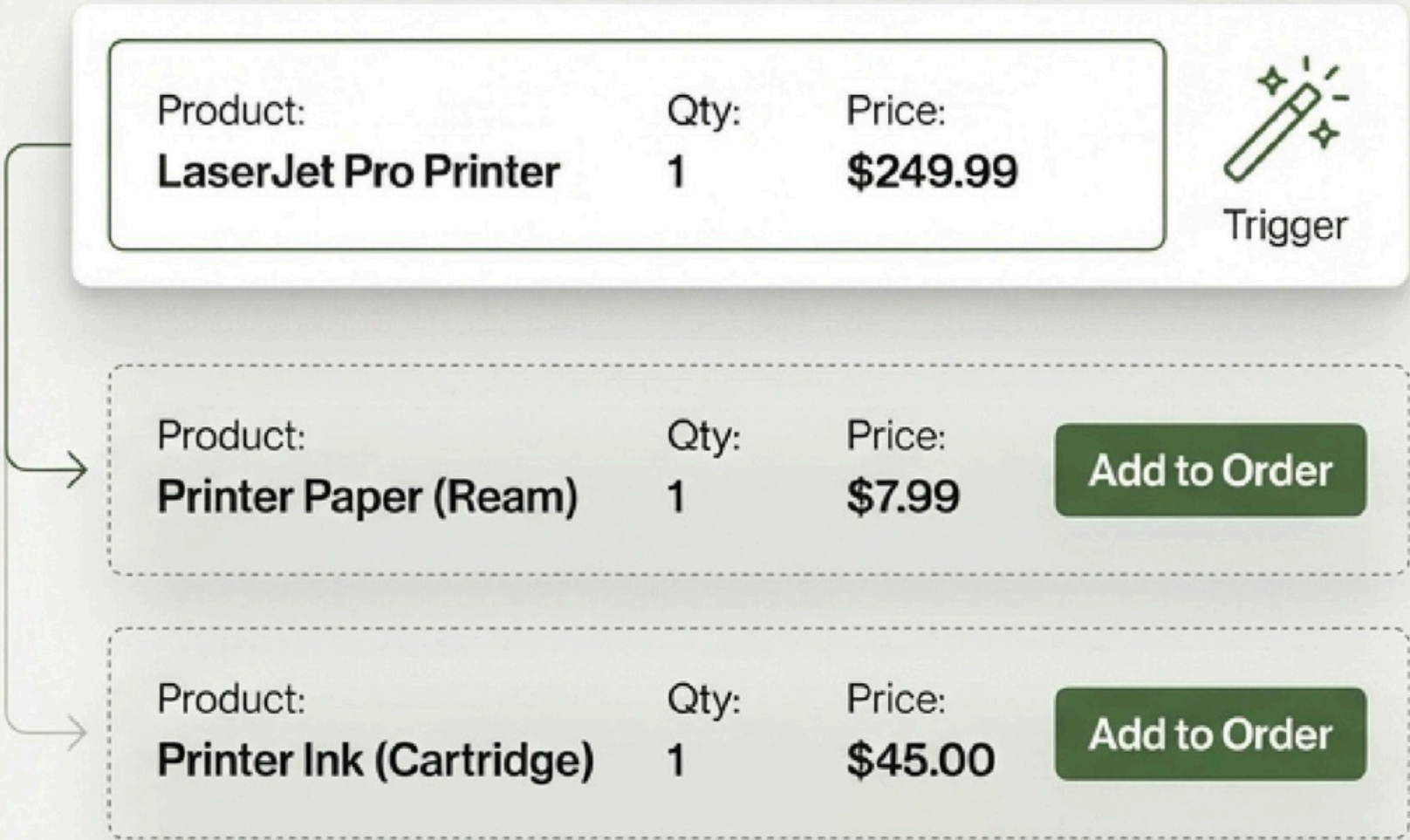
Pillar 4: Unlock Strategic Growth

Go beyond simple transactions. This pillar focuses on capabilities designed to proactively increase revenue. Use the intelligence of the system to promote additional products and services at the most critical moment: the point of sale.

Proactive Selling with the 'Add-on' Sales Engine

The 'Add-on' Sales feature helps you capitalize on every sales opportunity. When a primary item is added to an order, you can automatically prompt and price related products or services you wish to promote.

Each 'add-on' item can have a unique price specifically linked to the promotion, or it can use its standard pricing. You control the offer.

Product:	Qty:	Price:	
LaserJet Pro Printer	1	$249.99	Trigger

Product:	Qty:	Price:	
Printer Paper (Ream)	1	$7.99	Add to Order

Product:	Qty:	Price:	
Printer Ink (Cartridge)	1	$45.00	Add to Order

The Ostendo Pricing Engine: At a Glance

Granular Control	Dynamic Flexibility	Intelligent Automation	Strategic Growth
Contract-Specific Pricing	Unlimited Price Levels	Order Pricing Matrix	'Add-on' Sales Pricing
Quantity Price Breaks	18+ Core Calculation Methods	Conditional Rule Execution	Trigger-based Product Promotion
Effectivity Dates & Time-Boxing	Cost, Buy, or Sell Price Based	Automated Promotional Lines	Promotion-Specific Pricing
Multi-Currency Rules	Cumulative & Standard Discounts		
Manual Line Overrides	Tiered Discount Application		

Control, Flexibility, Automation, Growth. Not Just Features—An Integrated System for Pricing Mastery.

Granular Control

Dynamic Flexibility

Intelligent Automation

Strategic Growth
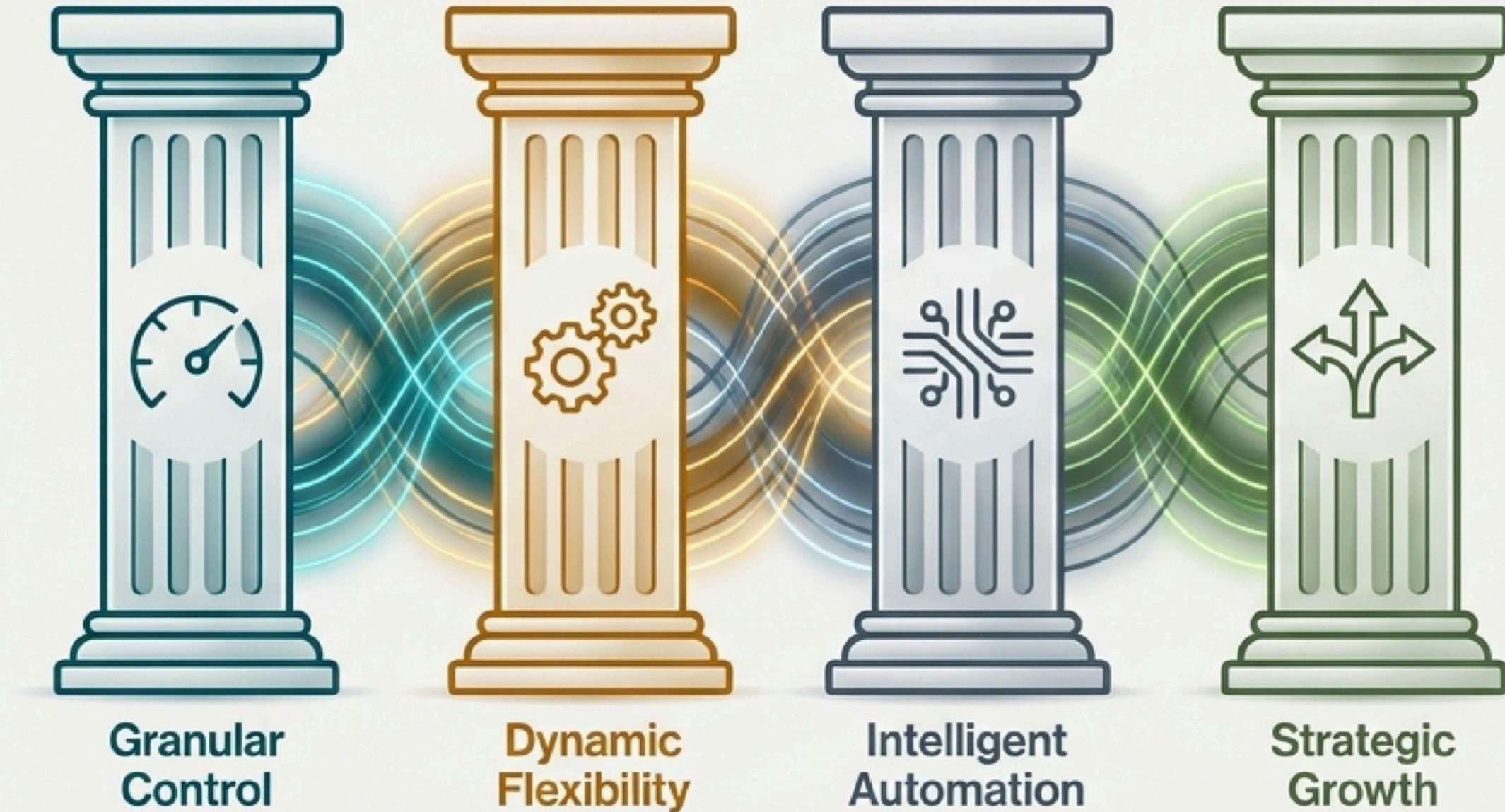
The OstendoSellPrice Engine provides the comprehensive, strategic framework necessary to master the complexity of modern commerce and turn your pricing into a powerful competitive advantage.