

# MINDSHARE EUROPE 2023

GENEVA • SWITZERLAND • 18 OCTOBER



AGENDA

## TUESDAY, 17 OCTOBER

13:00	<b>Price Management Education</b> • JUPITER ROOM Jon-Marc Roberts, <i>Manager, IQ Platform Solutions Pricing Science, Zilliant</i> Kofo Saromi, <i>Applications Consultant, Zilliant</i>  Join Zilliant pricing experts, Jon-Marc Roberts and Kofo Saromi, for a 90-minute education session on professional price management, including insights on how global and country price lists, Bill of Material Management, and Analytics can fuel profits and increase market share.
14:30	<b>Coffee Break</b>
14:45	<b>Customer Benchmarking</b> • JUPITER ROOM Nathan Rabold, <i>Senior Vice President of Customer Success and Support, Zilliant</i>  Zilliant SVP of Customer Success and Support Nathan Rabold will share our most recent customer benchmarking exercise. We'll cover customer benchmarks for Price IQ® and Sales IQ™, including revenue and profit impact, guidance adoption, opportunity win rate, number of overrides, number of annual price increases, and team structure.
15:45	<b>Coffee Break</b>
16:00	<b>The Temperature's Perfect for a Deep Dive into Pricing Science</b> • JUPITER ROOM Kevin Pierson, <i>Global Director of Science, Zilliant</i> Matthew Jones, <i>Data Scientist, EMEA, Zilliant</i>  Join us for an exciting deep dive session into the science behind Zilliant's AI capabilities for intelligent and dynamic pricing where we'll showcase how Price IQ® works to achieve your strategic pricing goals. During this session, we'll explore how Price IQ's segmentation management feature and AI algorithms can be used to understand pricing drivers and engineer pricing attributes. We'll also demonstrate how our unique ability to calculate price elasticity leverages transactional data, win-loss data, and competitive data to predict the margin and volume impacts of pricing strategies before they are published. You'll leave this session with an understanding on how to set pricing objectives and apply business constraints, what differentiates price optimization from price management, and why our pricing science is the secret ingredient for Zilliant customers in an ultra-competitive landscape. Don't miss this opportunity to learn from our experts and take your pricing strategy to the next level.
18:00 – 21:00	<b>Welcome Reception</b> • THE WOODWARD GENEVA. QUAI WILSON, 37, GENEVA SWITZERLAND

## WEDNESDAY, 18 OCTOBER

07:45	<b>Breakfast</b> • GLOW BAR
08:30	<b>Registration</b> • WILSON FOYER
09:00	<b>Zilliant Opening Remarks</b> • WISO ROOM Thibaut Charvet, <i>Director, Customer Success, EMEA, Zilliant</i>
09:10	<b>Zilliant CEO Remarks</b> • WISO ROOM Pascal Yammine, <i>Chief Executive Officer</i>
09:20	<b>Power Intelligent Commerce with the Zilliant Platform</b> • WISO ROOM Kylie Fuentes, <i>Chief Product Officer and the Zilliant Product Team</i>  Zilliant is enabling B2B companies to dynamically respond to changing market conditions and power intelligent digital commerce with end-to-end pricing solutions and sales guidance software. There has never been a more critical time for companies to use data and technology to transform how they price and sell as part of their digital transformation journeys. In this demo session, we'll showcase how Zilliant's latest product innovations are reshaping how companies price and sell across go-to-market channels. Additionally, the Zilliant product team will provide a preview of the Zilliant product road map, highlighting what customers can look forward to in the coming months.

AGENDA continued on next page

# AGENDA *Wednesday, 18 October continued*

10:20	<p><b>A Good Problem: What to Do When Your Business Outgrows Manual Pricing</b> • WISO ROOM <i>Nicklas Pihl, Pricing Manager, NIBE</i></p> <p>NIBE is a 4 billion Euro manufacturer of climate solutions and green heating technologies that is experiencing hyper-growth through acquisition and market expansion. With accelerated growth expected to continue over the next decade, NIBE recruited Nicklas Pihl to establish better pricing standards. Nicklas set out to modernize NIBE's manual approach to price management. First, he had to convince leadership that data-driven pricing software was necessary to facilitate growth while hitting margin targets. Attend this session to learn how he did so and why Zilliant's Quick Start program was key in supporting NIBE's pricing journey from the ground up.</p>
10:45	<p><b>Networking Break</b> • WILSON GALLERY</p>
11:15	<p><b>Breakout Sessions</b></p> <p><b>How Roche is Balancing History, Policy and Deal-Specifics to Optimize Pricing</b> • APOLLON ROOM <i>Hannes Karey, Data Science Program Manager, Roche Diagnostics</i> <i>Matthew Jones, Data Scientist, Zilliant</i> <i>Kevin Pierson, Global Director of Science, Zilliant</i></p> <p>Roche Diagnostics is the global leader in developing diagnostic products for cancer, cardiac health, infectious diseases, women's health and diabetes management. With 27 billion tests performed annually worldwide, the company operates within an extremely complex commercial environment, serving a wide variety of customers with a vast catalog of products and services.</p> <p>Roche needed to optimize both line- and deal-level pricing while accounting for more than 20 price drivers and each customer's specific pricing history. Attend this session to learn how Zilliant Next-Gen Price IQ® and Roche's in-house model form one elegant solution that balances past, present, and future pricing and enhances the user experience.</p> <p><b>How to sustainably transform pricing and retain your strategic edge</b> • JUPITER ROOM <i>Inès de Mas Latrie, Pricing Solutions &amp; Implementation, Europe, Ducker Carlisle</i> <i>Christian Zamet, President of European Operations, Ducker Carlisle</i></p> <p>In the past 18-24 months, the highly volatile environment has exposed the worst of risks inherent in a cost plus pricing approach. Companies have tried to maintain the status quo and recover margin loss with successive across-the-board price increases. However, that approach has forced companies to focus on their unique selling proposition, their customer's perceived value and willingness-to-pay, and their competitors' positions. Relying on customer-centric pricing methods, such as attribute- and value-based pricing or market-based pricing models, helps maintain consumer satisfaction and their position in the market.</p> <p>A shift to an outside-in approach is essential for companies willing to capture and maximize value while bringing science and data into the pricing decision process. Improving granularity and agility through the right system implementation is paramount for success.</p> <p>In this breakout session we will review the key ingredients for accelerating the pricing transformation journey, and share ideas to help practitioners get sales teams and top management to buy-in. We will also discuss how to communicate with customers and maintain credibility if focus shifts to maintaining market share.</p> <p><b>Unlock your business value through pricing transformation with Pearson Ham Group</b> • NEPTUNE ROOM <i>Eduardo Kühnel, Associate Partner, Pearson Ham Group</i></p> <p>Discover the remarkable impact of sustainable pricing transformation in today's competitive landscape. By leveraging PHG holistic Pricing transformation approach and several Pricing successful implementation experiences that considers business, data/systems and organisation/governance, it is possible to ensure the adoption of the next level of pricing maturity. Organisation's alignment and definition of the current and future ways of working as part of the preparation of any pricing initiative has been seen as a key success factor of any pricing initiative. Real-life case studies demonstrate increased revenue and profitability as well as new ways of working sustainability. Embrace the power of sustainable pricing transformation to optimise revenue streams and achieve profitable growth in your organisation.</p>
12:05	<p><b>The WOW Effect: Unleashing Customer-Centricity By Believing in Your Own Data</b> • WISO ROOM <i>Michael Merler, Chief Digital &amp; Transformation Officer, Transgourmet</i></p> <p>Transgourmet is a leading foodservice delivery business supplying food, kitchen equipment, and services to more than 40,000 customers per day. Transgourmet prides itself on being a people business built on strong sales relationships and customer trust. But the sheer volume of decisions to make across millions of SKU/price/customer combinations made it difficult for sales reps to consistently deliver the right offers to the right customers at the right time. Michael Merler made it his mission to convince the company that immense potential existed inside the company's own data that could be unlocked by a plug-and-play revenue intelligence tool.</p> <p>Attend this session to learn how a newfound belief in data plus a partnership with Zilliant produced a "WOW Effect" for sales reps that has helped them achieve customer-centricity while growing revenue.</p>

AGENDA continued on next page

# AGENDA Wednesday, 18 October continued

12:30	<b>Networking Lunch</b> • GLOW BAR
14:00	<b>Data-Driven Gross-to-Net Optimization – Effectively Stopping the Margin Leakage</b> • WISO ROOM <i>Daniel Antolin, Managing Director, Pricing &amp; Commercial Strategy, Accenture</i> <i>Daniel Lindner, Strategy Principal Director, Accenture</i> <p>B2B companies often realize that gross price adjustments have little or no impact on their profits. The reasons are usually a lack of transparency along the entire price waterfall and significant uncontrolled margin leakage. Without full transparency, there are also significant inconsistencies in pricing, which can lead to negative consequences such as grey markets.</p> <p>In this session we will share our best practices on Gross-to-Net margin monitoring and optimization by answering the following questions:</p> <ul style="list-style-type: none"><li>• How can you effectively monitor the entire gross-to-net waterfall to effectively stop margin leakage based on internal and external benchmarking?</li><li>• Which advanced pricing metrics will help you detect unrealized profit potential?</li><li>• How can the transformation from descriptive to predictive analytics be managed?</li></ul>
14:30	<b>Inside Merck Life Sciences' Pricing Transformation</b> • WISO ROOM <i>Ioannis Zeibekis, Head of List Price Analytics and Tools, Merck Life Sciences</i> <i>Rajat Korambeth, Senior Pricing Project Manager, Merck Life Sciences</i> <p>For more than 350 years, Merck has been using science and technology to push boundaries and transform life on Earth. By 2010, it became apparent that in order to continue innovating for its hundreds of thousands of clients, Merck would need to transform its own approach to data and pricing. Join this session to learn what goes into a massive global pricing transformation, and why selecting a trusted pricing partner is critical. You will hear about the challenges, successes, lessons learned, and the vision for the future of Merck's Zilliant-powered pricing program.</p>
14:55	<b>Networking Coffee Break</b> • WILSON GALLERY
15:20	<b>How Nexeo Plastics is Digitally Transforming and Staying Future Proof</b> • WISO ROOM <i>Jo Kockelkoren, Commercial Director EMEA, Nexeo Plastics</i> <p>For over 50 years, Nexeo Plastics has been a global leader in plastics distribution distributing over 9,500 products to more than 60 countries. However, managing and updating day-to-day purchase/sales prices and delivery/warehousing costs manually created challenges in control over profitability and speed to market whilst ensuring seller empowerment.</p> <p>Join this session to learn how Nexeo Plastics went beyond traditional logistics in distribution by digitally transforming its pricing, agreement management, and eCommerce processes. You'll learn how the distributor implemented a fully integrated digital system powered by Zilliant solutions, which put it ahead of the competition and made a big impact on its bottom line.</p>
15:45	<b>Customer Keynote Q&amp;A</b> • WISO ROOM
16:15	<b>Zilliant Leadership Panel</b> • WISO ROOM <p>Curious about the vision, strategies, and minds behind Zilliant? Then please join us for an exclusive Leadership Panel where you will have the opportunity to interact directly with members of the leadership team who steer the course of our organization. Gain valuable insights into the company's vision and the strategies employed by the executive team to drive growth and stay ahead in a competitive landscape. Whether you are interested in the company's strategic direction, its values, or the challenges faced along the way, our executives are eager to share their experiences openly and honestly.</p>
16:45	<b>Closing Remarks</b> • WISO ROOM <i>Michel Safi, General Manager EMEA, Zilliant</i>
	<b>Event Concludes</b>