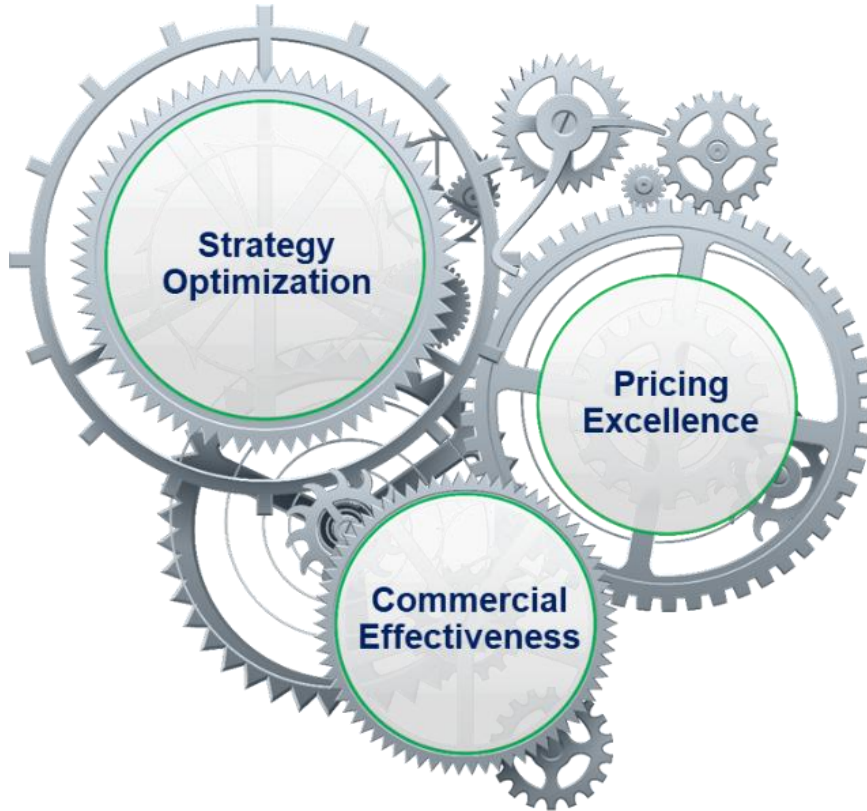


Commercial Transformation

AI Powered

We partner with leading organizations to build faster, smarter, more efficient and profitable commercial organizations.



Stratence Partners
Transformational Business Model®

- **Unifying** strategy optimization, pricing excellence, commercial effectiveness, and pragmatic Applied AI solutions.
- **Implementing** capabilities and solutions for competitive edge, delivering measurable growth in market share and margin.
- **Securing** success and future autonomy with proprietary methodologies for change management and capabilities transfer.
- **Accelerating** and improve impact for our clients leveraging Andersen global outreach and world-class capabilities.

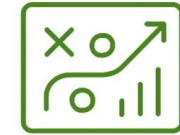
Consulting, Systems, Outsourcing

A Collaborating Firm of Andersen Consulting

CHICAGO • DUBAI • LONDON • SINGAPORE

➤ Strategy Optimization

Enable strategic decisions, leveraging go-to-markets and dynamic segmentation, sharpened value propositions and innovation, supported by AI-driven profit-market share insightful simulations.



➤ Pricing Excellence

Implement gross-to-net transparency, strengthen value-based pricing, boost market share and increase margin using predictive and dynamic AI best practice pricing analytics.



➤ Commercial Effectiveness

Redesign policies, roles, incentives, and playbooks while deploying AI tools that automate and streamline processes, deploying training-coaching programs for aligning strategy with execution.



➤ Digital Enablement

Leverage AI solutions for data integration and management, embedding systems (OTC-Budgeting, CRM, CPQ, BI) for faster and more precise decision making, automating digital processes.



➤ Capability Transfer & Change Management

Combine AI acceleration, new best practices capabilities, and proven methodologies for cross-functional engagement and change management, securing successful transformation.





Global Coverage: London (HQ), Chicago, Singapore, Dubai

➤ **Committed Impact**

Top and bottom line uplift with +3–7 % EBIT in year one.

➤ **Unified Transformation**

Strategy, pricing, commercial, systems, and AI working as one.

➤ **Tailored Solutions**

Proven methods and ready-to-use tools that accelerate results.

➤ **Senior Expertise**

A team of 43 experts with 25+ years of hands-on experience.

➤ **Track Record**

35+ countries, 400+ successful projects, measurable ROI.

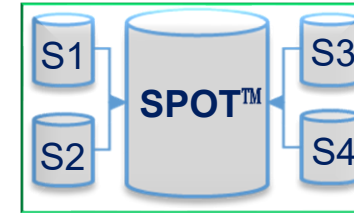
➤ **End-to-End Partnership**

Diagnostic to capability building and implementation at scale.

➤ SPIE Data Management™

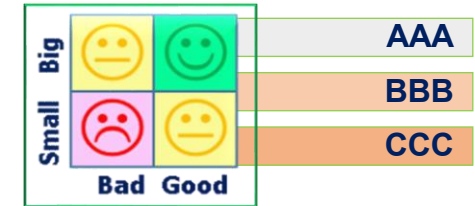
- Automated AI integration of internal and external market-competitive data, unleashing strategic and pricing intelligence.
- Leveraging Stratence Partners best practice commercial data model (SPOT) for short to long-term plan on data maturity.
- As the foundation for Commercial Transformation, enabling insight-driven decisions and measurable share-profit impact.

Integrated & Automated Data Management



SPOT: Single Point of Truth

Dynamic Clustering for Behavioral Segmentation



➤ SPIE Data Science™

- Automated AI predictive analytics to optimize strategy, implement pricing excellence and support sales effectiveness.
- Off-the-shelf analytical capabilities covering smart cost+, competitive and value-based maturity levels.
- Across the end-to-end gross-to-net waterfall, from list price, discounts, rebates, cost to sell & serve, down to net-net profit.

Analytical Data Science



Waterfall

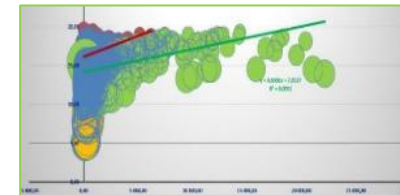


Dispersion



Evolution

Analytics



Dashboards



Tenders-Projects Cockpit



Sales-Contracting Guide



➤ SPIE Commercial Execution™

- AI-enabled tools that streamline ways of working, enhance governance, empower delegation of authority and incentives.
- Implementing best practices for sales, key account management, negotiation, and proposal generation.
- Upskilling with CRM-CPQ integrated tools, data intelligence and training-coaching programs.

➤ Industry Leaders

In Pharma, MedTech, Oil & Gas, Chemicals, Manufacturing, Telco, Utilities, Financial Services, Logistics and others B2B sectors.

➤ Decisions Makers

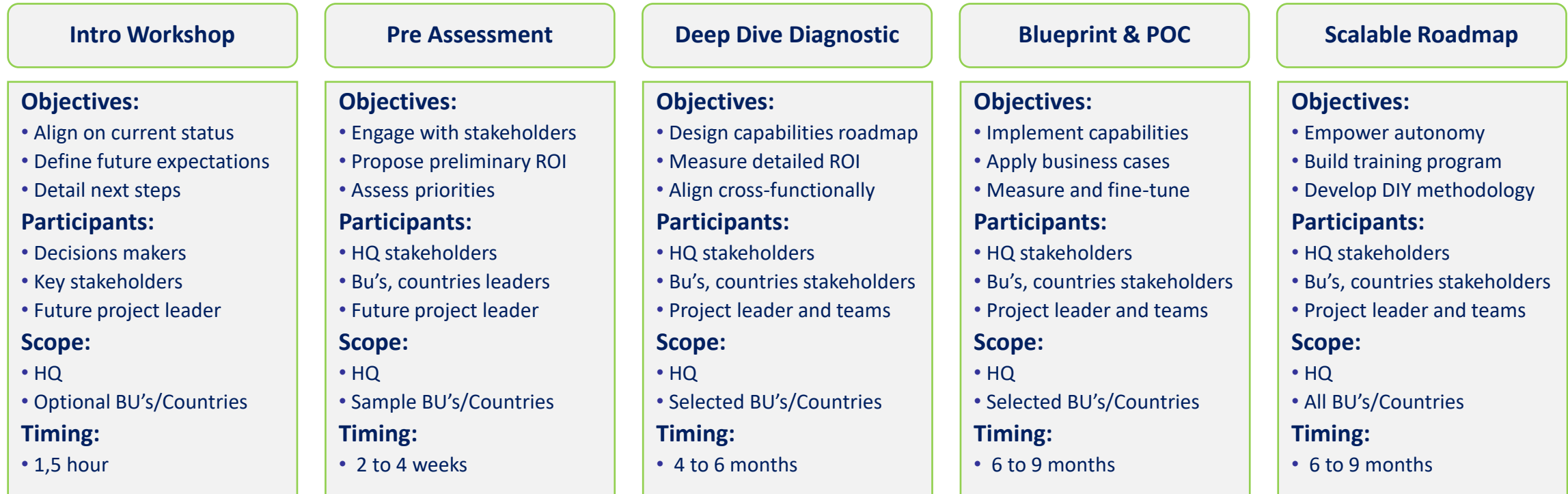
Driving EBIT improvement, GTM and product-portfolio performance, new launches integration, innovation, sales effectiveness and impact.

➤ Scoping Profiles

Commercial transformation, reorganization, AI integration, strategy optimization, pricing excellence, sales effectiveness, pre and post M&A.

B2B	B2B2B	B2B2C	B2C
			
			
			
			

Specific Industry Expertise, Business Cases and References available on demand



Pragmatic, phased approach for a successful and profitable commercial transformation journey