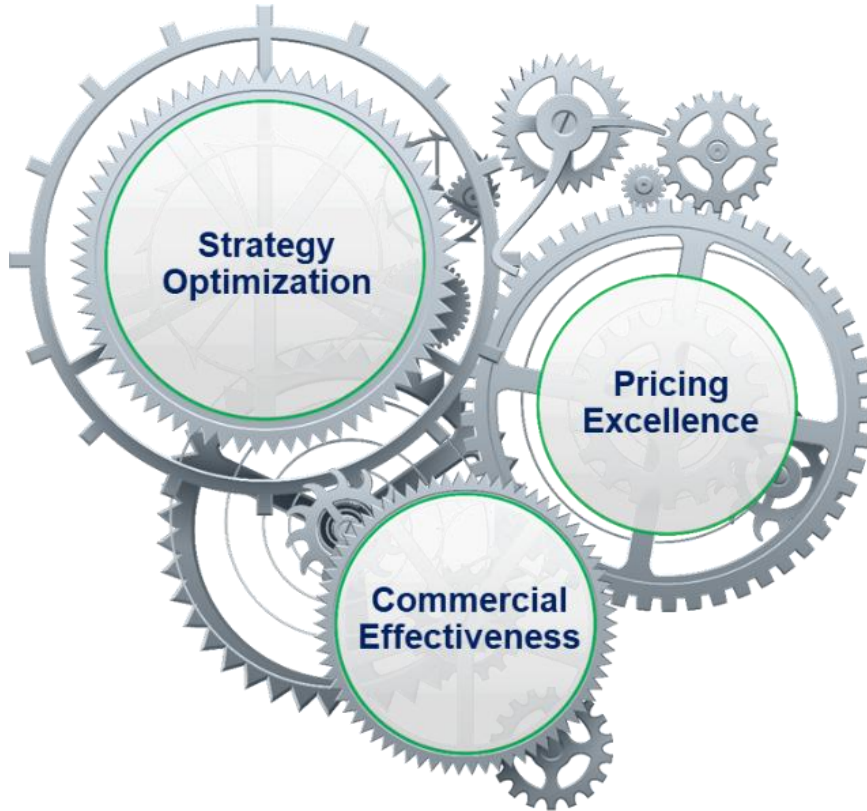


## Commercial Transformation

*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** best practices capabilities for competitive edge, delivering measurable growth in market share and margin.
- **Securing** success and future autonomy with proprietary methodologies for change management and capability building.
- **Accelerating** and improving impact for our clients leveraging Andersen global outreach and world-class competences.

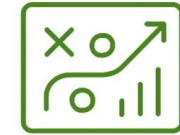
*Consulting, Systems, Outsourcing*

**A Collaborating Firm of Andersen Consulting**

**CHICAGO • DUBAI • LONDON • SINGAPORE**

## ➤ Growth & Strategy Optimization

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



## ➤ Pricing & Contracting Excellence

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



## ➤ Sales & Commercial Effectiveness

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



## ➤ Pragmatic AI Digital Enablement

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



## ➤ Capability Building & Change Management

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



## Customers & Demand

- Market Penetration Acceleration
- High-Quality Customer Acquisition
- Retention & Loyalty Value Uplift
- New Customer Segments & Demand Innovation
- Lifetime Value Maximization

## Products, Services & Solutions

- Value Proposition & Pricing Architecture Optimization
- End-to-End Revenue Waterfall & Leakage Elimination
- Portfolio Profitability & Mix Enhancement
- New Products, Services & Solutions Innovation
- Monetization Models Innovation

## Geographies & GTM

- Cross-Geography Expansion & GTM Synergies
- GTM Model Productivity & Channel Excellence
- New Markets Entry & Commercial Innovation
- Sales Enablement & Performance Acceleration
- Partner Ecosystems & Indirect Channel Innovation

## Capabilities & Enablers

- Pricing & Margin Strategy
- Digital Commercial Excellence
- Data, Insights & Predictive Analytics
- Talent, Capabilities & Organization
- Governance, Operating Model & Execution Discipline

**AI Powered**

**SPIE+AI™ Data Management**

**SPIE+AI™ Data Science**

**SPIE+AI™ Commercial Execution**

## Challenges

- **Strategy & Growth**
  - Fragmented go-to-market strategy and inconsistent segmentation.
  - Limited visibility on profit drivers and future scenario simulation.
  - Slow decision-making due to poor data & AI integration.
- **Pricing & Contracting**
  - Lack of gross-to-net transparency.
  - Ineffective value-based pricing and margin leakage across the waterfall.
  - Complex, manual tendering and discounting processes.
- **Sales & Commercial Effectiveness**
  - Misaligned roles, incentives and governance.
  - Low sales productivity and inconsistent negotiation practices.
  - Manual, non-standardized execution across markets.
- **Digital & AI**
  - Data silos and insufficient analytics maturity.
  - Inability to operationalize AI in commercial decisions.
  - Systems (CRM, CPQ, BI) not integrated or underutilized.
- **Change Management**
  - Resistance to new ways of working.
  - Lack of capabilities to sustain transformation.
  - No unified cross-functional operating model.

## Solutions

- **Strategy Optimization**
  - Dynamic behavioral SPIE+AI™ predictive simulations for profit–market share trade-offs.
  - Segmentation & sharpened value propositions.
  - Unified, insight-driven strategic architecture.
- **Pricing Excellence**
  - End-to-end waterfall optimization powered by AI.
  - Value-based pricing frameworks and competitive analytics.
  - Best-practice contracting and tendering governance.
- **Commercial Effectiveness**
  - Redesigned roles, processes, and incentive structures.
  - AI-enabled sales playbooks, proposal generators, and KAM tools.
  - Training and coaching for execution alignment.
- **Pragmatic AI Digital Enablement**
  - Automated data integration using SPOT (Single Point of Truth).
  - Embedded AI tools directly integrated with CRM/CPQ/BI.
  - Streamlined, automated commercial workflows.
- **Capability Building & Change Management**
  - Proven methodologies for cross-functional adoption.
  - Upskilling programs for autonomy and long-term sustainability.
  - Phased transformation journey with measurable milestones.

## Deliverables

- **Strategic & Analytical**
  - AI-driven segmentation, profitability models, and scenario simulators.
  - Market and portfolio strategies with measurable KPIs.
- **Pricing & Commercial**
  - Gross-to-net waterfall diagnostics & optimization roadmap.
  - Value-based pricing models, discounting policies, and tender tools.
  - Dynamic pricing dashboards & governance playbooks.
- **Execution**
  - SPIE+AI™ Commercial Cockpits (sales, contracting, tenders).
  - CRM/CPQ integration blueprints and automated workflows.
  - Standardized negotiation playbooks and training packages.
- **Transformation**
  - End-to-end capability roadmap (Diagnostic → POC → Scale-up).
  - Change management frameworks and communication plans.
  - Full autonomy toolkit: DIY methodology, templates & training.
- **Impact**
  - Measured EBIT uplift (+3–7% within year one).
  - Increased speed and certainty in decision-making.
  - Reduced risk and unified cross-functional execution.



*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 **SPIE+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.



## ➤ Industry Leaders

In Pharma, MedTech, Oil & Gas, Chemicals, Manufacturing, Telco, Utilities, Logistics, Financial Services, Insurances and other 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*

## Andersen

### End-To-End Business Partner

- Strategy & Transformation
- AI, Data & Technology
- Tax, Legal, Mobility, Valuation, Deals, M&A
- ESG & Sustainability
- Risk, Compliance & Cybersecurity

## Customers Value

### Speed, Certainty & ROI

- Faster strategy-to-implementation
- Unified governance & aligned execution
- Integrated cross-functional compliance
- Lower risk
- Higher ROI

## Stratence Partners

### Commercial Transformation, AI Powered

- Growth & Strategy Optimization
- Pricing & Contracting Excellence
- Sales & Commercial Effectiveness
- Pragmatic AI Digital Enablement
- Capability Building & Change Management

## Industries Specific

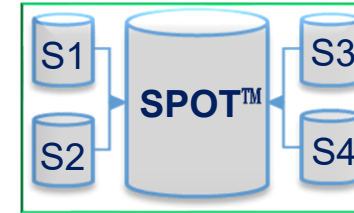
### Expertise & SPIE+AI™ Vertical Solutions

- Healthcare, Pharma, MedTech, Animal Health
- Oil & Gas, Chemicals
- Manufacturing, Logistics
- Telco, Utilities, Retail
- Insurances, Financial Services

## ➤ SPIE+AI™ 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 AI Data Management



SPOT: Single Point of Truth

### AI Dynamic Clustering for Behavioral Segmentation



## ➤ SPIE+AI™ Data Science

- Automated AI predictive analytics to optimize strategy, implement pricing excellence and support sales effectiveness.
- Off-the-shelf AI 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.

### AI Analytical Data Science



Waterfall



Dispersion

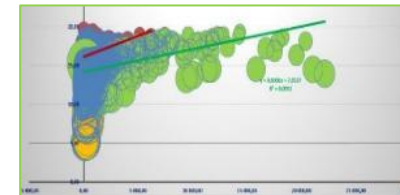


Evolution

## ➤ SPIE+AI™ 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, AI Powered data intelligence and training-coaching programs.

### AI Analytics



### Dashboards



### Tenders-Projects Cockpit



### Sales-Contracting Guide





Intro Workshop	Pre Assessment	Deep Dive Diagnostic	Blueprint & POC	Scalable Roadmap
<b>Objectives:</b> <ul style="list-style-type: none"> <li>Align on current status</li> <li>Define future expectations</li> <li>Introduce AI opportunities</li> <li>Detail next steps</li> </ul> <b>Participants:</b> <ul style="list-style-type: none"> <li>Decisions makers</li> <li>Key stakeholders</li> <li>Future project leader</li> </ul> <b>Scope:</b> <ul style="list-style-type: none"> <li>HQ</li> <li>Optional BU's/Countries</li> </ul> <b>Timing:</b> <ul style="list-style-type: none"> <li>1,5 hour</li> </ul>	<b>Objectives:</b> <ul style="list-style-type: none"> <li>Engage with stakeholders</li> <li>Propose preliminary ROI</li> <li>Assess AI readiness</li> <li>Assess priorities</li> </ul> <b>Participants:</b> <ul style="list-style-type: none"> <li>HQ stakeholders</li> <li>Bu's, countries leaders</li> <li>Future project leader</li> </ul> <b>Scope:</b> <ul style="list-style-type: none"> <li>HQ</li> <li>Sample BU's/Countries</li> </ul> <b>Timing:</b> <ul style="list-style-type: none"> <li>2 to 4 weeks</li> </ul>	<b>Objectives:</b> <ul style="list-style-type: none"> <li>Design capabilities roadmap</li> <li>Detail 1-3 AI use-cases</li> <li>Measure detailed ROI</li> <li>Align cross-functionally</li> </ul> <b>Participants:</b> <ul style="list-style-type: none"> <li>HQ stakeholders</li> <li>Bu's, countries stakeholders</li> <li>Project leader and teams</li> </ul> <b>Scope:</b> <ul style="list-style-type: none"> <li>HQ</li> <li>Selected BU's/Countries</li> </ul> <b>Timing:</b> <ul style="list-style-type: none"> <li>4 to 6 months</li> </ul>	<b>Objectives:</b> <ul style="list-style-type: none"> <li>Implement capabilities</li> <li>Embed Applied AI</li> <li>Apply business cases</li> <li>Measure and fine-tune</li> </ul> <b>Participants:</b> <ul style="list-style-type: none"> <li>HQ stakeholders</li> <li>BU's, countries stakeholders</li> <li>Project leader and teams</li> </ul> <b>Scope:</b> <ul style="list-style-type: none"> <li>HQ</li> <li>Selected BU's/Countries</li> </ul> <b>Timing:</b> <ul style="list-style-type: none"> <li>6 to 9 months</li> </ul>	<b>Objectives:</b> <ul style="list-style-type: none"> <li>Empower autonomy</li> <li>Packaging AI solutions</li> <li>Build training program</li> <li>Develop DIY methodology</li> </ul> <b>Participants:</b> <ul style="list-style-type: none"> <li>HQ stakeholders</li> <li>BU's, countries stakeholders</li> <li>Project leader and teams</li> </ul> <b>Scope:</b> <ul style="list-style-type: none"> <li>HQ</li> <li>All BU's/Countries</li> </ul> <b>Timing:</b> <ul style="list-style-type: none"> <li>6 to 12 months</li> </ul>

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

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