

ValueManager simulation tool

A decision support tool to build winning scenarios

Market scenarios

Our simulator provides precise, quantified answers to what-if questions:

- What if you launch a new SKU?
- What if you change the price of existing or new SKUs?

Growth effects on KPIs

Hypothetical future scenarios are compared against your business today (base case). Shares of preference reveal what consumers would choose in a given market situation.

Since real world choices are influenced by a brand's power in the market we can calibrate simulation results to reflect the full market reality. Typical KPI in addition to preference shares are sales volumes, revenues or profit (costing data required).

Incrementality versus cannibalization

When running market simulations we are mostly interested in opportunities to grow the current business. But growth is incremental only if market shares are gained by acquiring new customers or by higher spendings per existing customer. Incremental growth effects are different from substitutions within a portfolio with no volume for the brand.

The ValueManager simulator is designed to distinguish these two effects with utmost precision

- All simulations work strictly on the individual data level. We follow each respondent and her choices from one scenario to the next
- You can group products and switch to the portfolio view where you see results for your brand

Simplicity

The tool is first and foremost a decision support tool: It is very easy to use and outputs are easy to understand even with little knowledge of the underlying statistics. You get key results quickly as graphs or tables that can be exported to MS Excel.

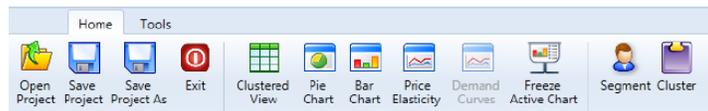
Diagnostics

If you want to dive deeper into pricing analytics you will find various diagnostics:

- Demand curves, elasticity and cross elasticity values
- Flexible filter options for subgroup readings
- Options to add entry fields and to customize KPIs

Intuitive interface

You will easily find the functions you need for your simulation. The interface and our manual will guide you through the tool.



Focus on growth opportunities

Results are displayed in a way that makes it easy for you to compare results against the status quo.

Selected	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>						
Price	0,29	1,29	0,29	2,79	0,39	1,29	0,39	1,29	1,29
Active Scenario	2,09%	0,00%	9,62%	7,61%	9,21%	8,50%	1,90%	1,19 €	1,29 €
Base Case	2,09%	0,00%	9,62%	7,61%	9,21%	8,50%	1,90%	1,39 €	
Change	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	0,00%	1,49 €	

Visualization of results

You get simulation outputs in graphical and table format

