



# LevelSetter

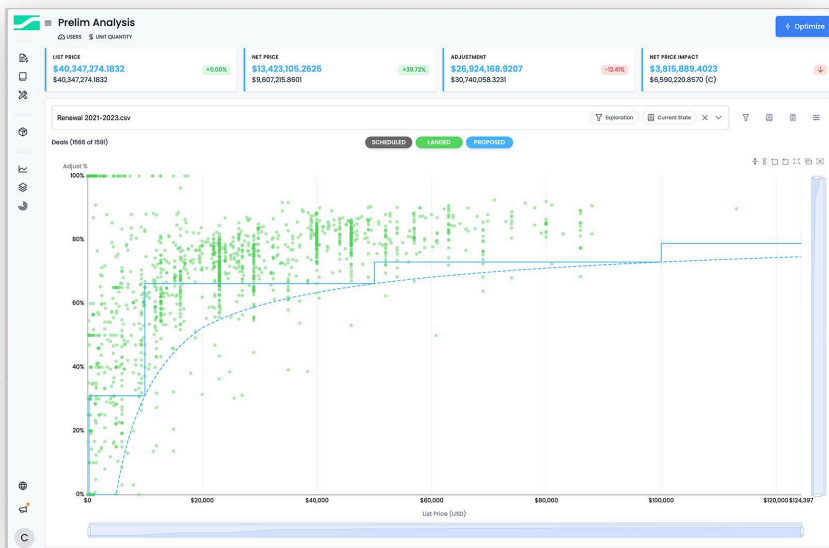
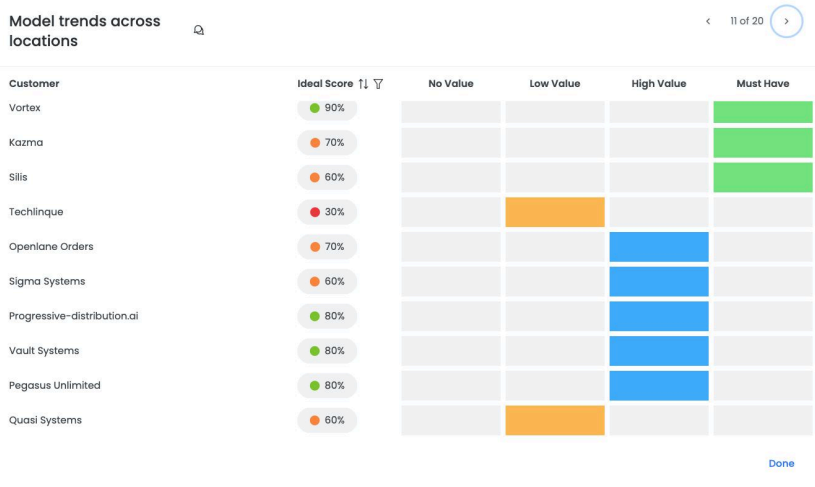
Pricing is the most powerful lever that software company leaders can pull to affect financial performance and build enterprise value.

Unfortunately, many software companies and consultants develop pricing models from imperfect information—including unconfirmed assumptions of value, demand and competitor pricing, or unscientific research that can only be validated over time.



## Blending Expert Judgment with Revolutionary Technology.

We find the needle in the haystack—not out of perfectionism, but because identifying your products' true value makes selling a simple conversation. That's only possible when you effectively define your ideal customer, uncover their true value drivers, and pinpoint their buying behaviors. Sometimes that means digging a little deeper and looking at the problem differently.



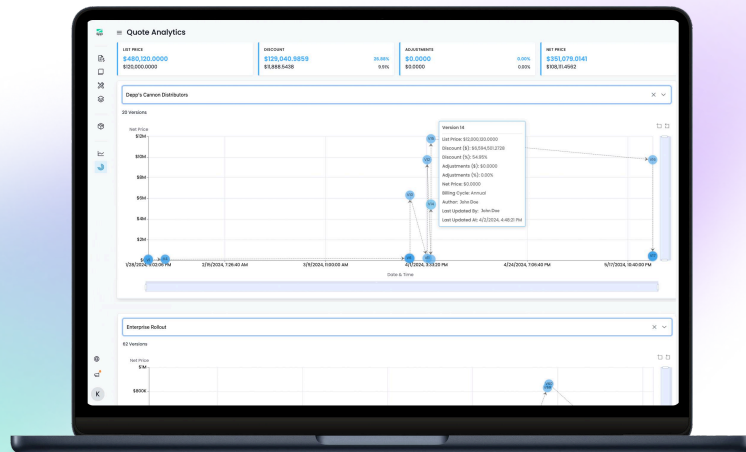
## Ingesting Your Data and Your Knowledge

We've worked with technology for a long time. We've led teams, built products, and priced them too. Like you, we want to get straight to the answer quickly but not carelessly. To do this, we inject your transaction, usage, competitive, and market data directly into LevelSetter to help inform the ideal monetization model.

## Confidently move from stalled to scaling

Once your monetization model is established, LevelSetter powers your transition to a fully operational, self-sustaining monetization process and stays with you. Supported by true quantitative insights, your internal team can validate initial assumptions, adjust to dynamic market conditions and more directly affect real-world results.

**The value of LevelSetter begins on day one and compounds over time, as the data exposes opportunities for monetization improvement or early-warning signs. With LevelSetter, you win more now and win more later, too.**



## Real Data, Real Answers, Real-Time.

LevelSetter makes it possible to know—in real-time—precisely how your pricing model is working, identifies pricing improvement opportunities and uncovers hidden threats to peak monetization.

### LevelSetter Benefits

**Uncover the truth** about how customers gain value from your product.

**Easily evaluate** the impact of pricing model changes to existing and future customers.

**Model different monetization approaches** for maximum profitability.

**Eliminate rogue spreadsheets** and offline quoting.

**Expedite negotiations** and minimize unexpected discounts.

**Avoid EoM or EoQ surprises**, perform deal analysis in real-time to reduce leakage.

**Build discounting into the model** and analyze deal behavior over time.

**Align product roadmap priorities** with monetization upside using one central, easy to reference repository.

### LevelSetter Capabilities

**Visualize your ICP** and their value drivers using actual buying behavior, then dial-in your packaging and pricing.

**Simulate pricing, licensing, or bundle changes** and see outcomes to avoid risk before rolling out.

**Simulate pricing** in classic price tiering mode or improve your bottom with our continuous discounting engine.

**LevelSetter is always online.** Perform deal quoting, line-item discounting then see margin impact in seconds.

**Analyzing deals to find those that deviate** from your model to prevent revenue leakage.

**LevelSetter is always working.** Sync data from CRM, ERP, data warehouse or spreadsheets.

**Keep deals on track**, LevelSetter uses your new price book for quoting and discounting.

**Regularly validate, analyze and store** key value drivers in a centralized repository. Review and refine for new products or features.

Are you ready to transform pricing from a singular, static event to an always-on, dynamic catalyst for revenue growth?

**We can't wait for you to meet LevelSetter.**

**Get a Demo Today!**