

## PRICING FOR WHOLESALE DISTRIBUTION

# Advanced Intuitive Pricing

Every pricing strategy your distributors need, in one solution. **Natively integrated into Microsoft Dynamics 365 F&O**, with performance and ML-powered optimization built into the suite.

### WHAT IT SOLVES

Distributors price by group or by account: fixed, discount off vendor list, or cost-plus a target margin. Spread across manual processes, that flexibility becomes **error-prone maintenance and eroding margins**. Advanced Intuitive Pricing brings it into one place, so agreements stay accurate and **every customer gets the correct price on every order**.

### WHAT YOU CAN EXPECT

#### ► Any pricing strategy

Fixed, cost-plus, list discount, margin-based.

#### ► Protected margins

Sell cost, item cost & margin % at point of sale.

#### ► Faster vendor updates

Automated pricing changes across the catalog.

#### ► The right price, every time

Accurate pricing for every customer and order.

#### ► Cleaner order entry

Branch-based filtering keeps items relevant.

#### ► Greater pricing control

Sell cost separated from replacement cost.

### CORE MODULES

- 1 **Vendor:** simplified, automated vendor pricing updates.
- 2 **Items:** item data filtered by branch, only what's relevant.
- 3 **Margin:** unit price updates from a desired margin %.
- 4 **Visibility:** cost and margin % on every sales order line.
- 5 **Cost basis:** sell cost set independently of item cost.
- 6 **Customer price:** discount off list, or margin % on cost.

### AT A GLANCE

|              |                                                    |
|--------------|----------------------------------------------------|
| PRODUCT      | Advanced Intuitive Pricing                         |
| TYPE         | ISV Solution, native to D365                       |
| PLATFORM     | Microsoft Dynamics 365 F&O                         |
| BUILT FOR    | Wholesale distributors                             |
| PERFORMANCE  | Vyas Pricing Engine: 1,000+ prices / second        |
| OPTIMIZATION | Vyas Intelligent Pricing: ML price recommendations |
| VENDOR       | Vyas Consulting (VyasTec)                          |

### WHY PARTNER WITH VYAS

**A trusted D365 ISV with two decades of distribution expertise.**

Global ISV specializing in Microsoft Dynamics 365 business applications for the distribution industry.

**20+ years** on Dynamics 365 and AX, **since 2002**. Precise, technically robust, cost-effective solutions.

## WHERE IT PAYS OFF

# Business cases

Four of many across the pricing suite.

### MANUAL PRICE MAINTENANCE

#### BEFORE

Every vendor list change means re-keying agreements item by item: slow, error-prone, and always behind.

#### AFTER

**Price basis factors and journals** cascade vendor updates automatically across the catalog, by item, vendor, and branch.

**One update, entire catalog aligned**

### MARGIN BLIND SPOTS

#### BEFORE

One item cost basis hides true commercial cost, and margins erode order by order, unnoticed.

#### AFTER

A **separate sell cost basis** with margin % visible on every line, and desired-margin price updates to correct course instantly.

**Margins protected at the point of sale**

### PRICE VS ACHIEVABLE GAP

#### BEFORE

Over-discounting and inconsistent pricing across large SKU catalogs quietly leak margin.

#### AFTER

**Vyas Intelligent Pricing** analyzes history to recommend achievable prices: explainable, risk-aware, with guardrails that protect volume and relationships.

**Margin uplift without volume risk**

### PRICING AT SCALE

#### BEFORE

High-volume pricing calculations weigh on the system, and order entry slows just when the business is busiest.

#### AFTER

**Vyas Pricing Engine** pairs an in-memory cache with parallel processing to calculate **1,000+ prices per second**, in real-time sync with D365 F&O.

**High-volume pricing, no slowdown**

## CAPABILITY OVERVIEW

# Features & the value they deliver

### PRICE FOUNDATION

**Sell cost maintenance:** independent basis for cost-plus pricing

**Price basis factors:** auto-calculated basis values

**Price basis journals:** by item, vendor & branch

**Formula-based list / sell cost:** loaded & landed cost

**Weight-based discounts:** thresholds by item weight

### INSIGHT & SAVINGS

**Sales margin analysis:** sell-cost vs item-cost margins

**Cost delta report:** catches costing discrepancies

**PO on lower future prices:** buy when prices drop

**Margin % on every line:** visibility at point of sale

**Branch-filtered items:** clean, relevant order entry

### DYNAMIC PRICING

**Five calculation methods:** fixed, cost-plus, sell-cost-plus, list & alt-list less discount

**Purchase agreement priority:** best price applied automatically

**Desired margin updates:** reprice to target margin

**Price override workflow:** approvals before changes apply

**Unit price simulator:** validate setup without an order

### PERFORMANCE & INTELLIGENCE

**Vyas Pricing Engine:** 1,000+ prices per second

**In-memory cache & parallel processing:** high-volume, concurrent pricing

**Real-time D365 sync:** less load, aligned data

**Vyas Intelligent Pricing (ML):** achievable-price recommendations

**Business guardrails:** uplift balanced with commercial risk