

The journey to fully-automated commercial pricing.

Transform your entire quote-to-order process with intelligent automation that predicts, decides, and acts across every pricing decision.

Businesses don't become agentic overnight. The journey starts with connecting data and automating simple workflows. It then evolves into intelligent, self-improving pricing systems that predict, decide, and act autonomously.

Each stage builds on the last, unlocking greater accuracy, speed, and margin impact. Here are your steps to success with agentic AI.



01 Foundation— Manual to measured

Current reality

Pricing is managed through spreadsheets, static price books, and manual approvals.

Focus

Establish pricing data quality and process visibility.

Key capabilities

- Standardize price lists and approval flows
- Build single source of truth for product, customer, and margin data
- Identify high-impact pricing pain points

Outcome

Foundational control and transparency over pricing data.

02 Implementation— Automating the admin

Current reality

Simple RPA or workflow tools handle repetitive tasks like quote creation or system updates.

Focus

Streamline execution and reduce admin load.

Key capabilities

- Automate quote generation and updates across CRM/ERP/CPQ
- Standardize approval routing
- Introduce margin guardrails and exception alerts

Outcome

Faster pricing cycles and improved operational efficiency.



03 Optimization— Embedding intelligence

Current reality

AI models begin optimizing list and quote pricing decisions.

Focus

Move from automation to intelligence, using AI to guide decisions.

Key capabilities

- Forecast win probability and price sensitivity by product, region, and customer
- Optimize quotes for margin and competitiveness
- Apply learning from historic deals and outcomes

Outcome

Smarter pricing that improves conversion and profitability.

04 Orchestration— Connecting human and machine

Current reality

AI and automation systems collaborate across departments.

Focus

Enable humans to oversee strategy while agents handle execution.

Key capabilities

- Introduce human-in-the-loop workflows for exceptions and approvals
- Dynamic margin management and escalation rules
- Connected data flows across CRM, ERP, and CPQ

Outcome

Cross-functional pricing orchestration that balances control and speed.

05 Transformation— Fully agentic pricing

Current reality

Autonomous AI agents manage the entire quote-to-order process in real time.

Focus

Deliver self-optimizing, end-to-end pricing execution.

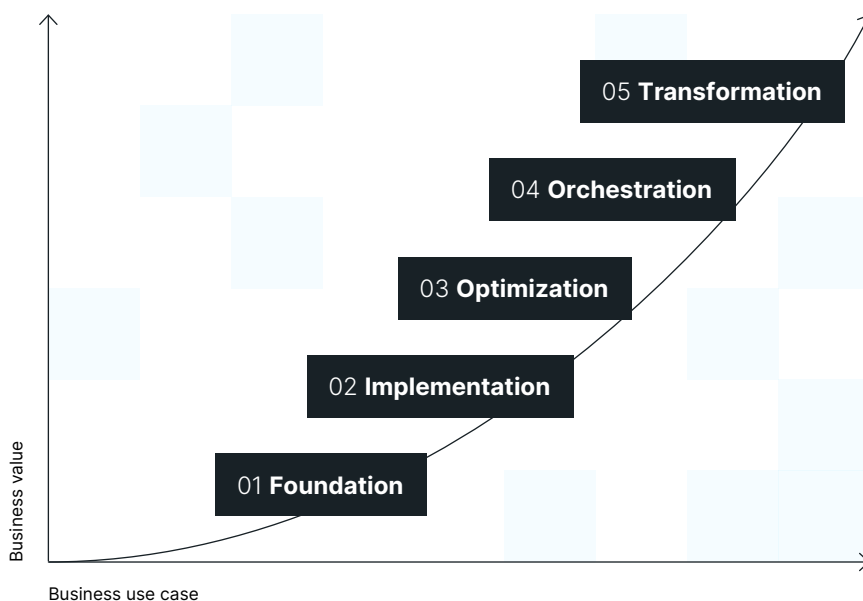
Key capabilities

- Intelligent agents predict, decide, and act automatically within guardrails
- Continuous learning from every quote and outcome
- Autonomous negotiation and bid optimization

Outcome

Real-time pricing agility, maximized margins, and empowered sales teams.

The journey to fully-automated commercial pricing



Each step on the journey increases decision accuracy, speed, and scalability, moving from manual control to autonomous intelligence.

The UiPath Solution for commercial pricing delivers the ultimate evolution: faster quotes, higher margins, and smarter, data-driven deals.

Get in touch to arrange a consultation with our agentic pricing experts.

Book a demo →