



# PREDICT. DECIDE. ACT.

## UiPath Solution for commercial pricing

## Modern pricing for modern markets

Meet the modern pricing manager—the person at the center of every commercial decision. They balance margin, competitiveness, and customer expectations across every quote and deal. Each decision has a real impact on revenue, and each one needs to happen quickly.

It's a demanding role in an environment that moves faster every quarter. Markets shift overnight. Customer expectations rise. Costs fluctuate. Teams manage growing product portfolios, global price lists, and increasingly complex deal structures.

## The old way

Spreadsheets, static price books, email approvals, and a lot of manual work to keep processes flowing over disconnected systems once kept pricing operations moving. But today, these approaches can't keep up. Limited visibility, pressured decisions, and delayed actions take their toll, both on people and the bottom line.

Modern pricing leaders need new capabilities that help them move quickly, confidently, and in lockstep with the business. They need the UiPath Solution for commercial pricing.



# UiPath Solution for commercial pricing

The UiPath Solution for commercial pricing allows today's pricing managers to work differently. They're supported by intelligent agents that predict, decide, and act across the entire quote-to-order process.

These specialized agents:

## **Predict.**

win probability, price sensitivity, and margin impact across every customer and territory.

## **Decide.**

optimal prices and discount structures that balance competitiveness with profitability.

## **Act.**

automatically, generating optimized quotes, producing bid responses, surfacing exceptions and issues for human review, and managing approvals in real time.

The entire pricing workflow now runs continuously in the background—learning, adapting, and optimizing as market conditions change.

What once took hours of manual work now happens automatically across an end-to-end system. Pricing managers remain in control, but now they also have the space to focus on strategy, customer insights, and long-term growth.



## The result

- Faster quotes, higher win rates, stronger margins
- Less firefighting, more foresight
- Empowered teams, sharper decisions, smarter selling

With the UiPath Solution for commercial pricing, pricing managers don't just react to the market. They define it.