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SPARKWISE
DATA AND AI | By Ducker Carlisle

Why the Next U.S.
President Will Make a
**Pricing Data
Platform a Must-
Have for Your
Business**





The world has never felt more unpredictable. Trade tariffs, overnight policy shifts, and fluctuating alliances have created a volatile landscape for businesses. The U.S., in particular, has become a hotspot for rapid changes in economic strategy, with tariffs impacting over \$300 billion in global trade annually and policy decisions often altering the competitive landscape overnight.



As businesses brace for a new political era, pricing teams face mounting pressure to make faster, smarter decisions. At SparkWise Data & AI by Ducker Carlisle, we believe the impending shifts will demand that pricing teams invest in their own Pricing Data Platforms – a tailored, cutting-edge solution designed to weather the storms of geopolitical uncertainty and market volatility.

WHAT IS A PRICING DATA PLATFORM, AND WHY DOES IT MATTER?

A Pricing Data Platform isn't your traditional IT-driven data lake. It's a specialized infrastructure designed, owned, and operated by the pricing team in partnership with IT. This platform goes beyond simply storing data; it provides the tools and insights necessary for pricing teams to:

- Respond to cost changes dynamically.
- Adjust pricing strategies in competitive marketplaces.
- Anticipate the impact of political decisions on supply chains and profitability.

WHY IS IT NECESSARY NOW?

The sheer volume of data required – cost inputs, competitor pricing, demand fluctuations, and geopolitical trends – has grown exponentially. Traditional tools like spreadsheets or even legacy pricing solutions can no longer keep up.



To thrive in this new era, pricing teams need a system that combines:

01

Dynamic external data collection: Competitive intelligence, real-time marketplace data, and external cost changes.

02

Internal data extraction and analysis: Insights on costs, customer behavior, and demand forecasts.

03

AI-driven pricing suggestions: Automated recommendations for price adjustments and discount strategies.

04

On-demand analytics: Instant reporting for urgent decision-making needs.

In essence, a Pricing Data Platform becomes the backbone of the future AI-powered pricing agents that can support pricing teams by enabling faster, more accurate, and scalable decisions.



Building Your Pricing Data Platform: The Roadmap

Constructing a Pricing Data Platform requires strategic planning and robust execution. **Here's how to create one:**

01

External Data Collection

- Incorporate real-time competitive intelligence using modern AI tools. These solutions dynamically pull competitor pricing, marketplace trends, and geopolitical risk data to keep your team informed.
- Gather external data like supplier cost changes, tariff adjustments, and demand shifts to ensure you're adapting proactively.

02

Internal Data Integration and Analysis

- Extract and integrate internal data, including:
- Cost structures for better margin control.
- Demand forecasts to optimize pricing strategies.
- Customer behavior analytics to refine discounting and promotional efforts.
- Enable advanced analytics to uncover patterns that traditional tools often miss like specific region behaviors, or local needs and/or demands.

03

AI-Driven Pricing Suggestions

- Implement AI pricing agents to provide real-time price recommendations based on changing costs, market conditions, and historical data.
- Automate discount adjustment suggestions to improve both speed and accuracy in pricing decisions.

04

On-Demand Analytics and Reporting

- Equip your platform with tools that allow instant visualization and reporting of key metrics.
- Ensure pricing teams can generate reports tailored to urgent needs, such as executive meetings or critical negotiations.

This system empowers pricing teams to scale decision-making, adapt quickly, and outmaneuver competitors.

The End of Excel: Why Pricing Teams Must Modernize

The days of relying solely on Excel files or outdated pricing solutions are over. To stay competitive in an unpredictable world, pricing teams need modern, flexible, and future-proof systems that:

- Anticipate risks and opportunities.
- Automate manual processes.
- Deliver insights when and where they're needed.

The Pricing Data Platform is not just a tool – it's a necessity for businesses looking to thrive in the face of uncertainty.



How SparkWise Can Help

At SparkWise Data & AI by Ducker Carlisle, we specialize in helping businesses design and build impactful Pricing Data Platforms. **Here's how we do it:**

01

Data Mapping and Needs Assessment

- We start with a comprehensive analysis of your existing data landscape, identifying gaps and opportunities.
- We evaluate your current pricing solutions, cloud infrastructure, and business requirements.

02

Tailored Platform Design

- For some clients, we build platforms on top of existing solutions like SAP or cloud providers such as AWS, GCP and Azure.
- For others, particularly in highly regulated industries like defense, we construct custom platforms from scratch, hosted either on-premises or in the cloud.

03

Feature Development and Use Cases

- We define critical use cases - dynamic pricing, competitor analysis, and AI-driven insights - and design features to meet those needs.

04

Full Build and Deployment

- Our team handles everything from architecture to implementation, ensuring your Pricing Data Platform is operational, scalable, and user-friendly.



The Future of Pricing is Here

The next era of business demands agility, precision, and foresight. Pricing teams can no longer afford to rely on outdated tools or reactive strategies. A Pricing Data Platform offers the foundation for smarter, faster, and more scalable decision-making—ensuring your business remains competitive in a world of uncertainty.



With Ducker Carlisle's deep expertise in pricing strategy and SparkWise's cutting-edge capabilities in Data & AI, we empower you to turn pricing into a powerful driver of competitive advantage.

Our combined know-how enables businesses to unlock 5-10% in margin improvements quickly and efficiently, while also leveraging advanced data platforms and AI to protect market share in even the most challenging cost environments.

Are you ready to transform your pricing function and step confidently into the future? Let's make it happen together.

Authors



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For the next steps, please contact the SparkWise team at sparkwise@duckercarlisle.com to arrange a personalized discussion.

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