

Clarity eCommerce Pricing Models

created by:
[Clarity](#) »

division:
eCommerce

updated:
2017



Pricing Models Overview

Clarity eCommerce is a development platform, made up of many modules. These modules collectively build a base of functionality for each client project. This means that it's been used for building HIPAA compliant patient portals to multi-store, multi-lingual global marketplaces, each using a unique collection (sub-set) of our platform modules. One of the modules is the pricing module, which allows you to customize the way prices are calculated and displayed on your site. This would include quantity price breaks, as well as unique pricing for VIP customers, partners, distributors, etc. The module is designed to allow you to create any number of Price Point definitions or Pricing Rules. This document will talk about the different models and how each is set up.

Many clients collectively refer to this type of pricing as "multi-tiered pricing" or having different tiers of pricing defined that can be assigned to a type of customer. While this is partially correct, it's very limited in definition compared to what you may need to do. For example, what happens when you create a Wholesaler tier, consisting of accounts that, by definition, get 20% off all MSRP pricing, but you carry some products that have a 13% margin and some with 150%? Many of these so-called "tiers" are too basic by definition to fit your real business needs. That's where Clarity's pricing models come into play.

The Clarity pricing module has three unique pricing models that are available to you that come out-of-the-box. Each has its own specific uses and capabilities. This flexibility allows implementations to have very specific and customized pricing without having to pay for any additional custom code. They are also built so they can be used in conjunction with pricing tables that you may have in your ERP or CRM that may be integrated with the marketplace. If you don't have an ERP or CRM, then the module provides everything needed to define customized pricing profiles, albeit, it may require some manual data entry for each product.

These models are mutually exclusive, so one of the three Pricing Providers is normally chosen during the discovery phase of your project. Clarity's module connects to a Pricing Provider, built for each scenario. This means for clients who may have a custom pricing provider, such as ABAS, we can swap out our pricing provider and replace it with ABAS. Other clients have provided their own provider or even their own JavaScript pricing algorithm, which we can call, as a provider, to calculate pricing in real-time in the marketplace.



Flat pricing

The first and most basic model is called, “Flat Pricing.” It provides some basic price values and features for displaying product pricing. Here are the fields used for the Flat Pricing model:

The screenshot shows a web interface for managing product settings. The main heading is 'A Brief History of Time' with a product ID of 'PROD-6'. A sidebar on the left lists various settings: Product Settings, Details, Shipping, Images, Documents, Attributes, Categories, Pricing (highlighted), Associations, BOM Positioning, Inventory, and Vendors. The main content area is divided into two sections: 'Pricing information' and 'Quantities'.

Pricing information

Is taxable? This product is taxable

Prices

MSRP	Reduction	Default list base	Sale price
\$ 100.00	\$ 98.00	\$ 89.00	\$ 73.98

Quantities

Min purchase quantity	Min if previous min is met	Max purchase quantity	Max if previous max is met
# 1.000	# 1.000	# 1.000	# 1.000

Figure 1- Flat Pricing model fields used

MSRP

Normally not used or displayed. This could be where you record the industry's normal MSRP.

Reduction

Normally not used or displayed. This is an extra available pricing field that can be used if needed. For example, if you wanted to display “List Price”, “Member Price”, and “Your Price,” you could use this to populate the member pricing. The same is true for the MSRP field. You could display up to four unique prices for a product.

Default listing

The main product price. This field is used two different ways. For Flat Pricing, this is the default or list price. So on the product details page if you displayed only one price, this is the field where you set the price. If you wanted to specify a “List Price” and “Sale Price,” this would be the list price shown.

Sale price

The discounted price. This is where you might have a discounted price. This could be coded on the page that “if a sale price is defined, use that price” or “show both prices on the page – a “List Price” and “Your Price,” this field populating “Your Price.” This is also commonly used for the “Member’s Price” where the List price is shown to everyone (i.e. not logged into the site), and this price is shown to members that log in.



Multi-tiered Pricing

This model provides the greatest granular capabilities but requires the most setup time. People commonly referring to “multi-tiered pricing” or MTP are commonly really thinking about the functionality of “Pricing Rules,” but that is a different model (pricing model #3). Multi-tiered pricing is based on the concept of price points. These price points specify a price discount or uplift, for a specific quantity, for a specific account type. So if you wanted MSRP to be the same for everyone not logged in, no matter the quantity being purchased, you’d only create one price point per product. If you wanted Wholesalers to be a different price for every product, and also get quantity discounts, then you’d create a price point for each quantity price break for each product.

Multi-tiered pricing is built up of Price Point Types and Price Points. For example, I could create a Price Point Type called, Retail, for controlling the Retail Price for everyone visiting the marketplace but either not logging in (guest checkout) or not a partner. This is the price I’m planning to charge everyone who is not a partner. However, we also have partners (wholesalers, distributors) that get better pricing that I need to set up, and because they purchase in bulk, they may also get price breaks based on the quantity purchased for each product. So I need to create Types for each partner type, then individual price points for each quantity break for those products that have bulk purchasing discounts. This allows for some products with narrow margins to have only 1 or 2 price breaks while others may have as many as 10 (unlimited). I may have a multi-store marketplace, and distributors get a different discount for a specific product in each store, or for a “case” or “bundle,” and finally, may want to run a specific “promotional” price point with a start and end date.

Clarity’s multi-tiered pricing model architecture matches up and works out-of-the-box with Microsoft’s Dynamics GP ERP model, with the addition of some extra features. With little modification, it can also work with Dynamics AX, NAV and SL, as well as NetSuite, Oracle, SAP and many other ERPs.

Here are the price fields used in setting up multi-tiered pricing:

Price point type

This is a profile label, also referred to as the “Point.” Common types are Retail, VAR, Reseller, Distributor, VIP, etc. Each Account is assigned one of these types, which dictates which price points to apply to the user after they log into the marketplace.

Default price point

The failover price point for each product. If a price point has not been defined correctly or is missing, then the page will look for the default price point, normally the “Retail” or “Web” Price Point type. This saves on work for products with a margin so small (loss-leaders) that you don’t have to create or specify any more price points, except the price you’ll be charging everyone.

Default list base

If the Multi-tiered Pricing Model is selected, then this price field is used as the base to calculate all uplifts and discounts from. If you’re using uplifts, then this should be your product cost. If you were using discounts, then this would be MSRP. Many will assign this as MSRP, and then the Retail price can be an easy calculation from that (i.e. 5% less than MSRP for Retail Price).

Unit

This is the unit of measure that the price is based on. Common units would be “each” or “case” but should match the purchasing units.



Multi-tiered Pricing <cont.>

Currency

For marketplaces using multicurrency, you may have a different price point for a product based on the currency with which it's being paid for (i.e. bandages are discounted in the country where they are shipped from, but not if purchased in any other country's currency).

Store

For multi-store marketplaces, you may want to either discount differently or not at all for a specific product based on the store where the product is being sold (i.e. bandages are discounted in the Doctor's store, but not the retail store, etc.).

Start / End Date

Dictates when the price point is active or should be applied. Either field may be left open, so one with no start date is active immediately and expires at midnight on the day before the End Date. One with no End Date, begins at Midnight of the date before the Start Date (includes the Start Date day) and doesn't expire.

Min / Max Quantity

These are for defining Quantity Price breaks (i.e. X discount when purchasing quantity 1 to 100, and Y discount if purchasing quantity 101 to 1,000, etc.). These are tied to a "Point" so you can have different price breaks for different Price Point Types (i.e. Retail vs. Distributors, etc.).

\$ Override Price

This is the dollar amount you want the price to be instead of the Default List Base price for this product for a given price point and quantity. This is the actual price you're charging for the Price Point, not an uplift or discount.

% Percentage Modifier

This is the Multiplier amount (leading up to 4 decimals) that you want to calculate either an uplift or discount from the Default List Base price for this product for a given price point. For example, -0.20 (negative .2) would give a 20 percent discount off of the Default List Base, whereas 0.205 would mean a 20.5 percent uplift. So you need to determine if you're using your product cost to you, or the list price so you know whether you're uplifting or discounting.

Add Price Point

This action adds one entry in the Price Points table. You would use this if you were adding an additional quantity price break for a Price Point type.

Add All Price Points

When initially setting up Price Points, this action adds an entry for every Price Point type in the table, so you don't forget one (i.e. Retail, Wholesaler, Distributor, etc.). If you've already created one entry, then it will add entries for the missing Price Point Types. If they're already all there, the action won't do anything.

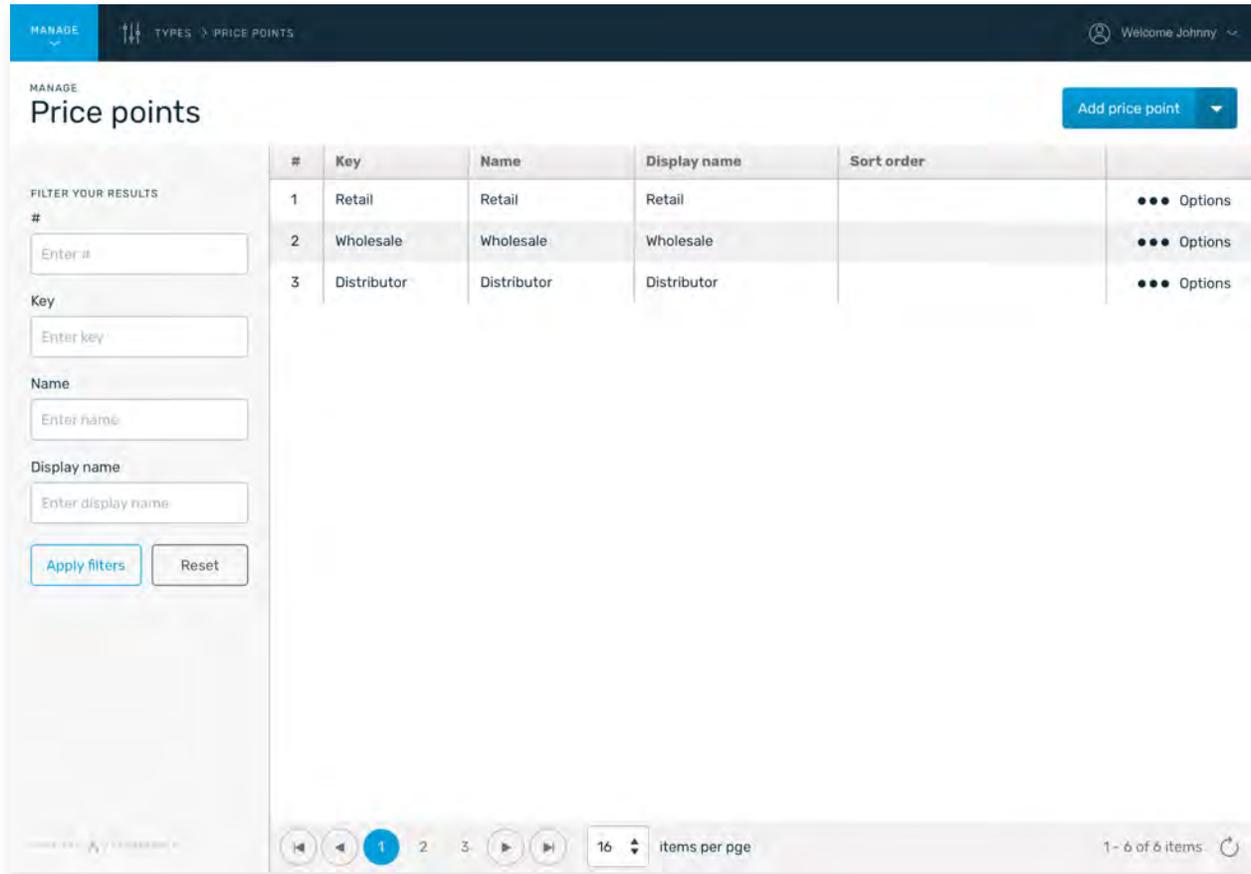
Quick Filter

Some clients may have dozens or hundreds of Price Points or Price Breaks, which could make editing or finding one a little difficult. The Quick Filter will allow you to search for anything in any of the fields (i.e. a date, a currency, a specific store, or all Price Points for Wholesalers, etc.).



Create your Price Point Types

The first step is to create the different profile types (Price Point Types). In my example, I have a web or retail price for everyone, so my first price point I created, I called Retail. I then have two types of partners, Wholesalers and Distributors, so I created two additional price points named Wholesale and Distributor. Price Point types can be used multiple times for a single product (i.e. multiple quantity price breaks for Wholesalers, multiple prices for different stores or currencies, etc.).



The screenshot shows a web interface for managing price points. The header includes 'MANAGE' and 'TYPES > PRICE POINTS'. A user profile 'Welcome, Johnny' is visible in the top right. The main heading is 'Price points' with an 'Add price point' button. On the left, there are filter fields for '#', 'Key', 'Name', and 'Display name', along with 'Apply filters' and 'Reset' buttons. The main area contains a table with the following data:

#	Key	Name	Display name	Sort order	
1	Retail	Retail	Retail		Options
2	Wholesale	Wholesale	Wholesale		Options
3	Distributor	Distributor	Distributor		Options

At the bottom, there is a pagination control showing '16 items per page' and '1 - 6 of 6 items'.

Figure 2 - Multi-tiered Price Point Types

Now we have to go into each product and decide what the price should be for each type and if there are any quantity price breaks we want to extend. Minimally, I need to set a Retail price for every product. This will become the price point for anyone assigned the role of "Retail" but will also become the fail-over price if we forget to assign a price point for any of the other types.



Create Your Product Price Points

Let's say I assign the ACME Account the Price Point Type of Wholesaler. When any user belonging to the ACME Account logs in, as each product loads, the page will look for price points of type, "Wholesale(r)." If found, meaning that you've created wholesale price point(s) for that product, those prices will be displayed and used for checkout based on the quantity, store, currency of the price points defined. If a price point for wholesale does not exist for that product, it will first failover to the default price point profile (in my case "Retail") if it exists, and if it doesn't exist, then it will error out, as it won't know what price to charge for the product. This protects you in case someone adds a product to the catalog, but has not yet set up any price points. Some clients ask why we don't fail over to the Default List Base. We do with the Flat Pricing Model, but for MTP it would be bad if you were using uplifts from your cost, and it failed over to the Default List Base, because you would be extending your direct cost to customers. Since we don't know if you're planning on uplifts or discounts, we couldn't risk potentially exposing your product costs.

Below is what a built-out price point profile for a product would look like. Normally, this is already built out in your ERP pricing tables, and when we integrate the eCommerce platform with your ERP, these will be auto-populated. Some Clarity clients, however, don't yet have an ERP, or their CRM doesn't provide a way to build out pricing tables, so they're looking for a solution to enable it. If a pricing table is not available via an integration with a back-office line of business application, Clarity eCommerce provides it out-of-the-box.

The screenshot shows a web application interface for configuring product price points. The page title is "A Brief History of Time" for product ID 9900-6. The left sidebar contains navigation options like Details, Shipping, Images, Documents, Attributes, Categories, Pricing, Associations, BOM Positioning, Inventory, Vendors, Manufacturers, and Stores. The main content area is divided into sections: Pricing information (with a taxable toggle), Prices (MSRP, Reduction, Default list base, Sale price), Quantities (Min purchase quantity, Min if previous min is met, Max purchase quantity, Max if previous max is met), and Price points. The Price points section includes a table with columns for Point, Currency, Start Date, End Date, Min Quantity, Max Quantity, and Override Price. The table lists several price points for different customer types and stores.

#	Point	Currency	Start Date	End Date	Min Quantity	Max Quantity	Override Price
	UoM	Store					% Percentage Modifier
	Wholesaler	US Dollar [USD]	06/01/2017		1		15.99
X	Each	Select a Store	09/01/2018		2147483647		Percentage Modifier
	Distributor	US Dollar [USD]	09/25/2018		1		Override Price
X	Each	Select a Store	mm/dd/yyyy		2147483647		-0.25
	Retail	US Dollar [USD]	mm/dd/yyyy		1		Override Price
X	Each	Clarity HQ [Clarity-HQ]	mm/dd/yyyy		2147483647		-0.05



Create Your Product Price Points <cont.>

So from the figure above, let's break down exactly how pricing for this product will be calculated. First off, we've set a Default List Base price of \$9.57, which is my product cost. All pricing will be calculated from this price. Since I'm using cost, my pricing will be calculated as an uplift percentage or dollar amount for each type of customer and each price break. In my case, I use percentage uplifts.

So from the figure above, let's break down exactly how pricing for this product will be calculated. First off, we've set a Default List Base price of \$17.99, which is my product MSRP price. All pricing will be calculated from this price. Since I'm using MSRP, my pricing will be calculated as a discount / percentage or override price for each type of customer and each price break. In my case, I used both for illustration purposes.

My first price point is my Web or Retail price. This will also be my fail over price. After clicking on Add Price Point, I have to decide if this price is for all quantities, and in my case it is. So I left my default minimum quantity as 1, and my max as 2147483647 (the integer max for those wondering). So unless they try to order more than 2.1 Billion products, this price point will cover any ordered quantity. Now for the price, this product carries a retail price of 5% off the Default List Base, so I entered -.05 in the Percentage Modifier (you have to clear the Override Price, which activates that field). Finally, I click on the Point drop-down and select Retail. Now I have a price point for any customer and any quantity that purchases in any of the stores in my marketplace that is not assigned to any specific Price Point (i.e. Wholesaler, Distributor, etc.). That's my minimum configuration needed if I'm using the multi-tiered pricing model. Since that Price Point background is green (in my example), it is currently active or "in affect."

Next, I will address the Wholesalers. For the sake of the example, I made an Override Price of \$15.99 for all quantities of this product. However, for the example, I also entered an End Date that has already passed, so it sorts it at the top (meaning the one ending first), and the background of the Price Point is Red, indicating that the Price Point is not active or "not in affect."

Finally, I added a Price Point for Distributors. I gave them a 25% discount (-.25) off of the Default List Base, however, I entered a Start Date that hasn't occurred yet (at the time of writing this), so the background of the Price Point is Yellow, meaning that it's queued up, but not active or "not in affect yet."

I can continue to add or modify Price Points for Quantity Price Breaks, Currencies or Stores as I need for my partners / customers. A quick reminder that most of these values will be automatically populated via the integration to your ERP, or wherever your pricing tables exist, but if you're an SMB without an ERP, the functionality comes out-of-the-box with Clarity eCommerce.



Code-behind Calculation of Prices

For those of you that want to verify the price that's being displayed* matches what you want to charge, here is the mathematical formula that is being used on the table (Figure-3):

Calculation / Algorithm

DEFAULT LIST PRICE ÷ (1-MODIFIER PERCENTAGE) = PRICE

- ROUNDED TO 2 DECIMALS

1. $17.99 \div (1-(-0.5)) \Rightarrow 17.99 \div 1.05 \Rightarrow 17.133333333 = \17.14

- Retail Price for the above example

2. $17.99 \div (1-(-0.25)) \Rightarrow 17.99 \div 1.25 \Rightarrow 14.392 = \14.40

- Distributor Price when active for the above example

3. \$15.99

- Wholesale price is not calculated due to having an Override Price defined

Also following Dynamics GP architecture is the price rounding. We have three ways, which you can have your prices calculated:

1. DON'T ROUND AT ALL

\$25.432134 displays that way – common for Oil & Gas, dividends, etc.

2. ROUND UP TO THE NEAREST PENNY

Most popular and shown in above example

3. ROUND UP TO THE NEAREST "5" OR "9" OR "99"

\$25.2354 could display \$25.25, \$25.29 or \$25.99

* NOTE: All the examples and descriptions above are using out-of-the-box multi-tiered pricing functionality, which may or may not match your company's exact usage model, however, Clarity has designed the pricing provider to be customized to match your business model and can be easily tailored as such.



Pricing Rules

The final pricing model is Pricing Rules. The Pricing Rules architecture follows the same format as Quickbooks Enterprise pricing rules. A pricing rule allows you to be either high level or very specific about applying a price adjustment to one or many products for one or many accounts without ever editing any products.

NOTE: If you're having us build you an eCommerce solution with a Quickbooks Enterprise integration, we can directly import and sync your existing pricing rules.

Pricing Rules work kind of like Outlook rules. For example, you can create a rule that applies to all emails from sender = Clarity, that automatically moves all emails to a Clarity folder, and a second rule that says all emails from Ron@clarity (which the other rule also applies) are to be moved to a VIP folder. In Outlook, you have to put the rules in the order of priority / processing. If while processing, any rule applies, it stops processing down the rules list. So if I put the "Ron" rule second, it would never be executed as ANY email from Clarity, including Ron, would be moved to the Clarity folder and rules processing would stop. In our terminology, this means that every rule is "exclusive."

Clarity Pricing Rules allow for more complex comparison (combinable) and exclusion (exclusive) of the rules. So we could create a rule for Account Type = Reseller that for all Product Types, so that their price is calculated as a 20% reduction off the Default Base List price. However, I know that my Sony products only allow me to offer a 5% price break off of MSRP to resellers. So I would create a second rule for Account Type = Reseller for Vendor = Sony, where the price is calculated as a 5% reduction from the Default List Base price AND I would set this rule as "exclusive," which Clarity prioritizes and processes all exclusive rules first. If any exclusive rule applies, it stops processing any other rules, just like Outlook. If a rule isn't marked as exclusive (tagged "combinable"), both rules would be compared and the rule the produces the best price would "win" and thus be used / displayed.

IMPORTANT: One very important thing to remember if you're creating pricing rules as uplift (versus price breaks) adjustments to the Default Base List price. If someone adds a new product to the catalog, and forgets to add it to a pricing rule, the Default Price List will be used. Since most rules will apply to product types, you should be covered, but if you're using categories and someone adds a new category that is not included in any pricing rule, then you could have an issue. In other words, if no rule applies, you would be selling that product @ cost. So the very first rule I would create, again only if I'm uplifting prices, would be my catch-all rule. Something like: for Account Type = all, Product Type = all, price is a 37% uplift on Default List Base price. This way, no matter what, you'll be charging 37% over cost, UNLESS there's a pricing rule that provides a better price. If you're using Default Base List price as the MSRP or your true List price, then you're fine having that as a fail-over. IF no discounting rule applies, always display full list price.

A pricing rule is set up by creating a number of conditions, of when met, some price adjustment occurs. Some of you might be thinking, "why we don't just use discounts or promotions?" Well, we could use either of those, and you would IF you were running an outbound marketing campaign (i.e. "use promo code Back2School to get 20% off this week..."). A discount or promotion requires the end user to enter a code at the checkout cart screen, which would then apply the adjustment then. It would not adjust the display prices in the catalog before they add it to a cart and apply the code.

Currently, there are six entities that you can use to set a condition on (we will be adding "store" soon) and two prices that can be used to calculate from:



Products

Apply this rule to a specific list of product(s).

Example: I want to offer a promotion for WD-40 10 oz. for \$.99 this weekend.

Product types

Apply this rule to a product type (general, kits, components).

Example: 20% off all Lawn Mower accessories for the month of March.

Categories

Apply this rule to a specific list of categories.

Example: All school supplies are 20% off the week before school starts.

Vendors

Apply this rule to a specific list of Vendors' products.

Example: All products from Sony are 5% off List price for all partners, regardless of any other partner discounts.

Accounts

Apply this rule to a specific list of Account(s).

Example: I want to extend Microsoft most favored nation status, so am giving them a bigger discount on everything. Or allow Clarity to buy this single product for \$10.

Account types

Apply this rule to a specific list of Account Types.

Example: Give Resellers 15% off list price for all products except Sony products.

Default list base

Use this price as the base to calculate the pricing rule.

Example: All Resellers get 20% off List Price.

Sale price

Use this price as the base to calculate the pricing rule from.

Example: All Resellers get 10% off our Sales Prices.



Create an Account Type

The first thing you'll want to do is decide how you'll use pricing rules (i.e. uplifts or discounts?, by Category or Product Type?, etc.). Once you've decided, you can start by creating your Account Types (i.e. Wholesaler, Distributor, Web / Retail, etc.). In my example below, you can see that I've chosen to create five type of Accounts. All of my customers fall into one of these buckets. So if I need a pricing rule to apply to one or more of these types, I've got them defined.

#	Key	Name	Display name	Sort order	
1	VENDOR	Vendor	Vendor		●●● Options
2	CUSTOMER	Customer	Customer		●●● Options
3	AFFILIATE	Affiliate	Affiliate		●●● Options
4	OGRANIZATION	Organization	Organization		
5	RESELLER	Reseller	Reseller		

Figure 4 - Pricing Rules Account Types

So now that we've classified our customer types, let's talk about some specific examples of rules that you could create, to show how you would build them:

Scenario 1

The WD-40 promotion that we talked about above:

- Account Types = Vendor, Customer, Affiliate, Organization, Reseller
- Start, End Dates = use date picker to cover the promo duration
- Products = select WD-40 10 oz.
 - Override Price = Override
 - Override SalePrice = \$.99
- Is Exclusive = Exclusive

Scenario 2

The 20% off all lawn mower accessories for the month of March example above:

- Account Types = Vendor, Customer, Affiliate, Organization, Reseller
- Start, End Dates = use date picker to cover March
- Product Type = Components (prevents giving 20% off mowers)
- Categories = Lawn Mowers or Lawn Mower Accessories if you have it
- Price Adjustment = 20
- Toggle = Percent
- Toggle = Lower
- Toggle = Base Price
- Is Exclusive = Exclusive



Create a Price Rule

Below is the main details page for creating your price rule. Each tab represents the entities that you can use for a rule. You will most likely combine multiple tabs as needed to create a rule (i.e. set product categories to all, but add one product with a price override so it doesn't have the same discount applied). You cannot Save a rule without at least one value set in one tab. This prevents accidentally creating a rule called, "Resellers" and forgetting to make it do anything.

The screenshot displays the 'Manage Price Rule' interface for a 'Reseller' rule. The interface is organized into a sidebar and a main content area. The sidebar, titled 'PRICE RULE SETTINGS', includes a 'Details' tab and several other categories: Products, Accounts, Categories, Vendors, Product types, and Account types. The main content area is divided into two sections: 'Status' and 'Details'. In the 'Status' section, there are two toggle switches: 'Is active?' which is currently turned 'Yes' (indicated by a green circle), and 'Is exclusive?' which is turned 'No' (indicated by a grey circle). The 'Details' section contains several input fields and controls: 'Price rule name' is set to 'Reseller'; 'Key' is 'from Quickbooks'; 'Currency' is 'from Quickbooks'; 'Price adjustment' is set to '20 Percent Lower Base price'; 'Start date' and 'End date' are both set to '00/00/0000'. Below these fields is a rich text editor for the 'Description' with a toolbar and the following text: '*NOTE: The Key and Currency fields are reserved for integrations with Quickbooks and are not required.' followed by three bullet points: 'Different than using Multi-tiered Pricing, the Price Adjustment uses values 1-100 w/ any # after the decimal (i.e. 23.4351)', 'Clicking on the buttons to the right of the Price Adjustment, toggles them between their options', and 'If you leave a Date field(s) blank, then they're active and don't expire'. At the bottom right of the interface, there are three buttons: 'Cancel changes', 'Save changes' (highlighted in green), and 'More options'.

Figure 5 - Pricing Rules Account Types

So the above rule (Figure - 5) is set up to provide Accounts of Type "Reseller" so that they get a 20 percent reduction of price from the Base price starting 4/1/17 with no expiration date, and the rule is not exclusive. This means that if another rule provides a better price, that rule would override this rule. Now you should wonder what the Resellers are getting that



discount on? That's where all the other tabs come in. It could be on specific products, any types of products, any categories or sub-categories of products, or products from specific Vendors. As mentioned before, you can combine tabs. This means that we could specify the Product Category of "Tires" AND the Vendor of "Goodyear" and this rule would only give the Reseller a 20% discount on Goodyear tires, and no discount on any of the other tire brands in the catalog. The next level of that scenario would be to make this rule exclusive, and create another identical rule, excluding the Vendor and making the discount 30%, and the rule combinable. This means that as the Reseller looks at tires, IF the tire is a Goodyear, the exclusive 20% rule would hit first and display a 20% discount off list price. IF they looked at any other brand, the Goodyear rule wouldn't apply, so it would keep checking Reseller rules until it found the rule for that product, which would give a 30% discount off all other brands of tires.

As you can see from the above example, setting up Pricing Rules are extremely powerful and may be much faster to cover many thousands of SKUs and Account Types than the other pricing models. The main place where it is different than Multi-tiered Pricing, is the price breaks at quantity level price breaks. If you don't have quantity price breaks, then Pricing Rules may be easier to manage, albeit a little less granular. Either way, Clarity gives you three different ways to manage your product pricing out of the box, and can integrate or swap out the pricing provider if you have your own proprietary way or use a 3rd-party solution to calculate pricing. Give Clarity a call and request a demo to see how it can help with your eCommerce solution.

