



## Sample Tool: Price Structure Profiler

This abridged version of the Carriage House Price Structure Profiler offers a glimpse into the way we use tools to simplify complicated questions. We use the Price Structure Profiler to narrow down the options for how to structure pricing. This tool is meant to be used on top of the Value Profiler and the Business Model Profiler to build a market-aware outcome.

Tools like the Price Structure Profiler make the implicit into the explicit, and force an executive team to knuckle down and choose among alternatives. They make projects more efficient and enhance the quality of the outcome.

# Price Structure Profiler

Which market segments are highest priority?		
		% of Plan
Segment1		
Segment2		
Segment3		

Who gets direct benefit from your offering?		
Function		Rank
Sales		
Marketing		
Customer Service		
Engineering		
IT		
Production/Mfg		
Logistics		
Service Delivery		
HR/Finance/Admin		
Level		
C Level		
Mid Level		
Project Level		

What are the value multipliers?		
		Rank
Users (Horizontal)		
Users (Vertical)		
Throughput		
Integration		
No. of Data Sources		
No. of Suppliers		

What is the minimum effective deployment?		
Enterprise		
Division/Department		
Team		
Individual		

Can 'value obtained' be audited?		
Fully		
Partially		
No		