Advanced Pricing Implementation at Mercury Marine(Bruswick)

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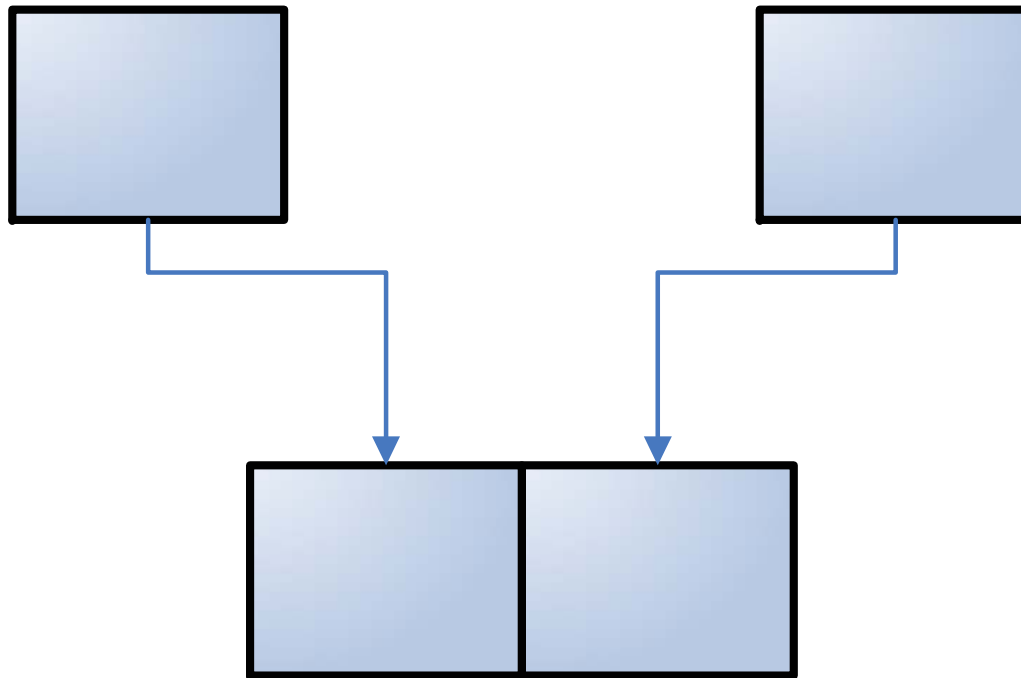Laura Fleischman, Mercury Marine
Melissa Neumann, Mercury Marine
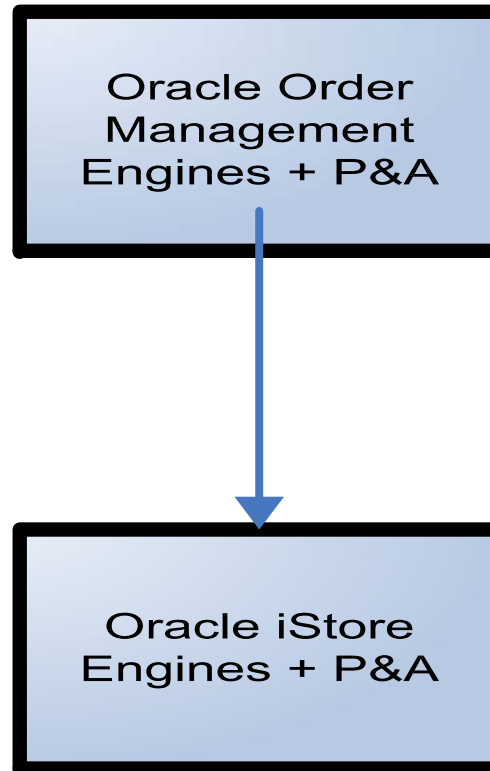
About the Project

- Part of the 2nd Phase of the 4-Phase Program called BPT
- 2 Legacy Host Systems
- 1 Legacy eBusiness System
- 2 Operating Units went Live
- Went Live on 2nd April 2007

Legacy Overview

Oracle Implementation Architecture

Oracle Order Management Engines + P&A

Oracle iStore Engines + P&A

Design Challenge for QP

- 2 Different Pricing Structures for P&A and Engines
- Same Order Entry for both Product Groups
- Same iStore site for both Product Groups
- Minimal Change in Business Process
- Pricing Security for the two groups and OUs
- Different published promotions for the 2 groups

List Price Design Requirements

- Different Pricing Bucket for each Franchise Code(Customer Class) for P&A

- Different Pricing for each Division (Sales Channel) for Engines

- Published MSRP for both Product Groups

- 'Soft Restriction': Buy at MSRP

- Price List Maintenance and Access control by Product Group and Operating Unit

# List Price Requirements Schematic view

Engines
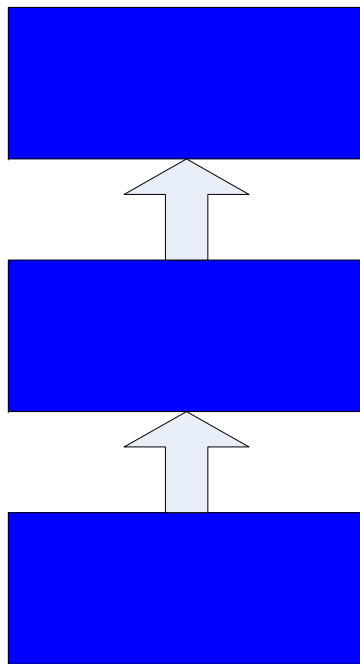
P&A
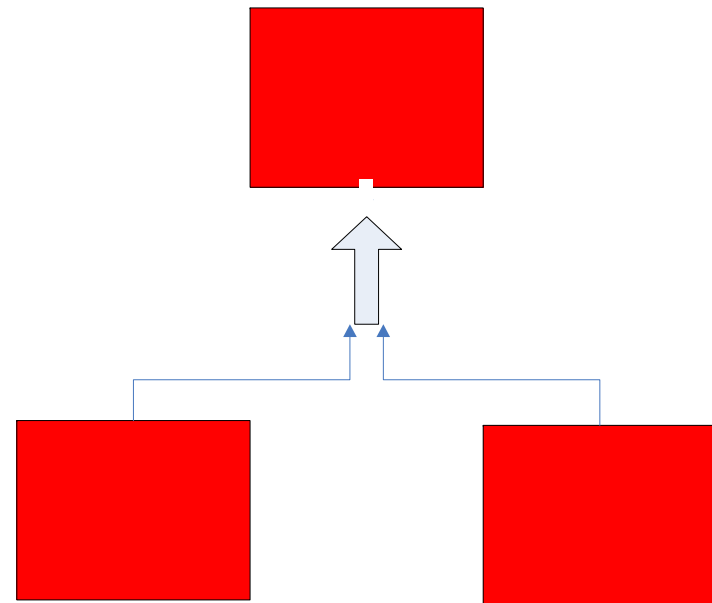
Options in QP with ONT

- Default Price List based on Rules.
  - Pricing Engine is made to point to a specific Price List before Pricing Call.
  - Engine searches for Price in this Price List Only
- Secondary Price List
  - The defaulted Price List can be 'extended' by linking additional Price Lists by secondary relationship.
  - If Price is not found on Primary, the secondary linked to primary is searched for price.
- Precedence based Open search
  - Price Lists can be qualified by Customer Attributes with a pre-assigned but updateable precedence value
  - Engine evaluates all Qualifier Attribute values and fetches the Price Line with least precedence value
  - Since the engine does not point to a Price List to start, there is no primary and hence Secondary functionality does not work.

Options in QP with IBE

- Point the login session to a specific Price List
  - The only seeded option for this usage :default from Customer Account.
  - Through Java layer customization, default Price List can be any Price List.
  - Secondary Functionality works once Primary is established.
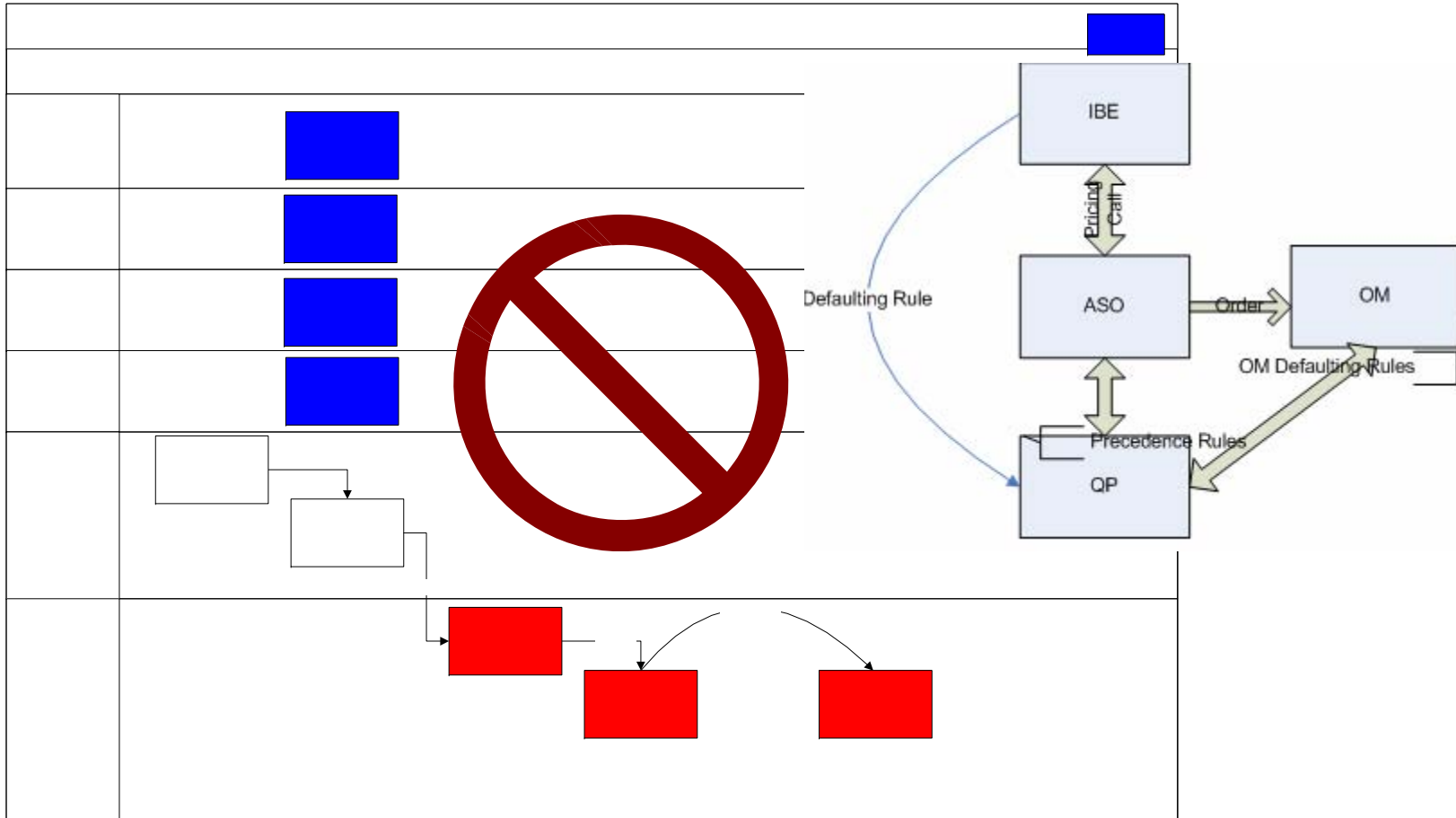 - Defaulting is possible solely on Customer Attributes. (Not Item based).

- Do not point login session to specific Price List.
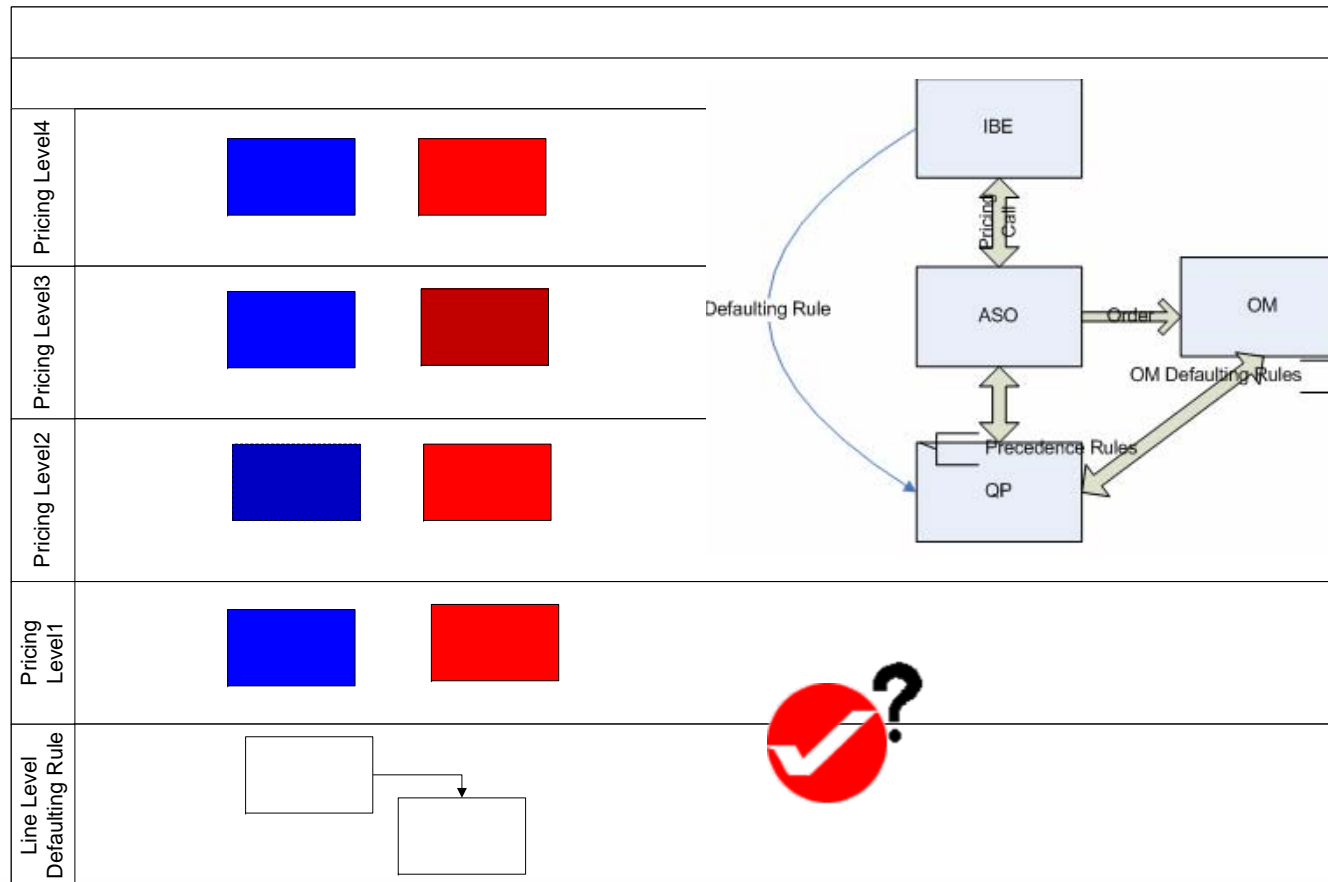 - Use QP Pricing Engine to get Price.
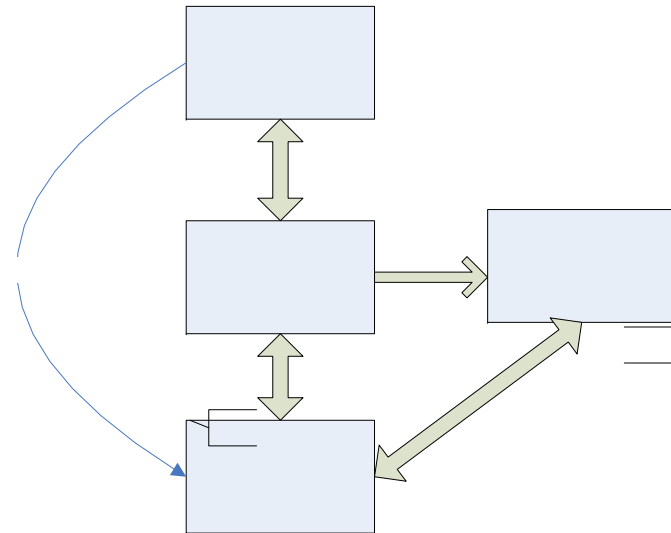
Option 1: Use Line Level OM Defaulting Rule
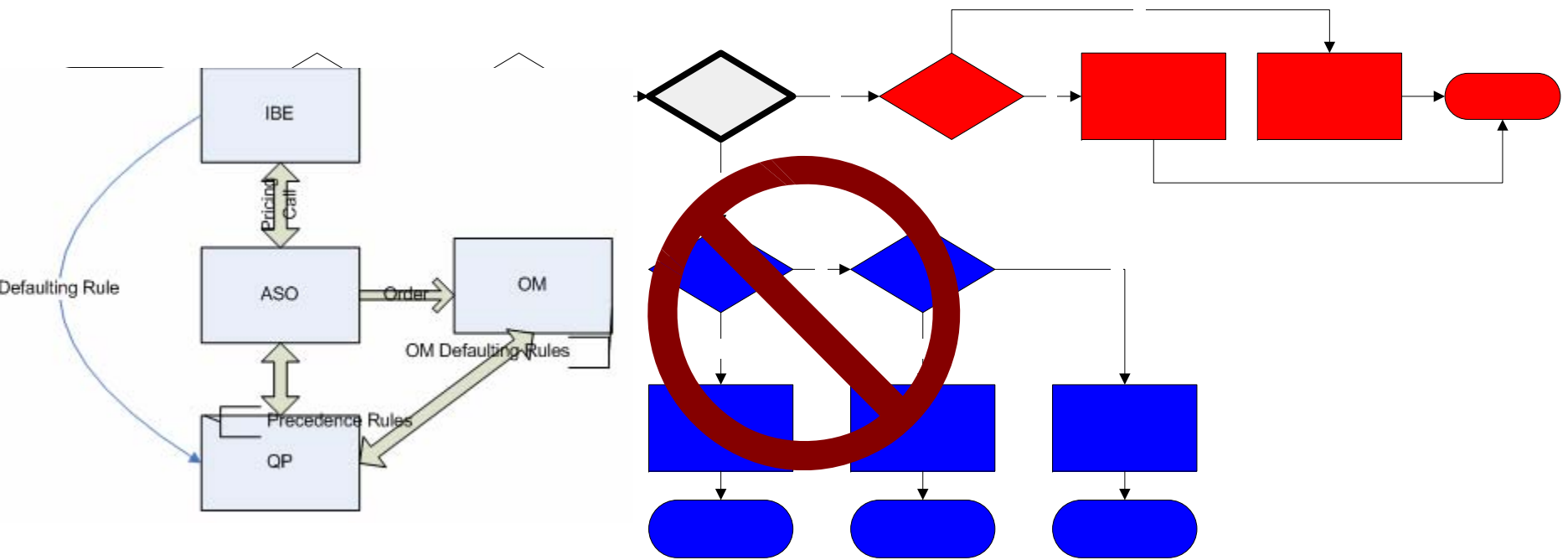
Option 2: Defaulting Rule for P&A, Open search for Engines

Option 3: Use Open Search Only

Precedence based search setup

Product Restrictions

- Do Not Sell!!

- Contractual reasons

- Strategic Reasons

Example: Propeller Repair Customers can only buy propellers and their repair parts and nothing else.

Pricing Security setup

- View Access at OU Level

- Maintain Access at Responsibility Level

- Separate Responsibilities for Engines and P&A Users

Design Options for Product Restrictions

- Do Not Price
- Use OM Processing Constraints
- Conditional Null Pricing

Conditional Null Pricing behavior in ONT

Conditional Null Pricing behavior in IBE

Some Extensions used in Implementation

- Get_Category_Segment

- Get_Price_from_Price_List

- Get_Customer_Group/Item_Group

- Get_Qty_in_Promo_UOM

Modifier Accounting

Key to Success

- Clean Data!

- Clean Data!!

- Clean Data!!!