



## TechDiscovery managed the development of Revenue Technologies' Market Price application.

TechDiscovery led a joint effort to re-architect a revenue management software solution with significantly enhanced functionality, migrating to a new technology platform.

### **The Client**

Revenue Technologies provides Revenue and Price Management solutions for Fortune 1000 companies.

Founded in 1995, Revenue Technologies first developed enterprise-class pricing solutions using sophisticated rules-based pricing capabilities. The company expanded its product suite to include Market Price and Profit Builder software.

These complementary offerings provided the first comprehensive Revenue and Price Management solution for companies needing to effectively manage their pricing strategies and enhance profitability.

### **The Challenge**

Revenue Technologies' challenge was to deliver a Market Price Agreements application to a high-profile customer within a limited timeframe. This version required significantly enhanced functionality and porting to a new technology and platform.

Revenue Technologies' development team had chosen an extremely complex, proprietary architecture for development of the new product, and subsequently missed deadlines. As a result, Revenue Technologies' new CEO hired TechDiscovery to spearhead the project.

### **The Solution**

TechDiscovery moved the application to a standard architecture, technology and platform that allowed much faster delivery of the product and ramp-up of a new development team.

The newly assembled team, comprised of 3 Revenue Technologies developers and 3 new in-house developers, was led by a TechDiscovery project manager and software architect. Together, the team built a full-featured J2EE application utilizing Struts and WebLogic which was delivered in an efficient timeframe.

## **The Result**

Revenue Technologies was able to deliver Market Price Agreements, a comprehensive application that allows the management of contracts and spot agreements, as well as maximize pricing.

With a pricing toolkit, decision support, automated approval processing and direct links to forecasting and billing systems, the tool adds rigor and consistency to a company's deal pricing process.

Market Price Agreements enables product managers, pricing analysts, and field sales organizations to make more informed pricing decisions, which ultimately impact the company's bottom line.

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