

Rational Pricing™ in the Equipment Rental Industry

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Zilliant

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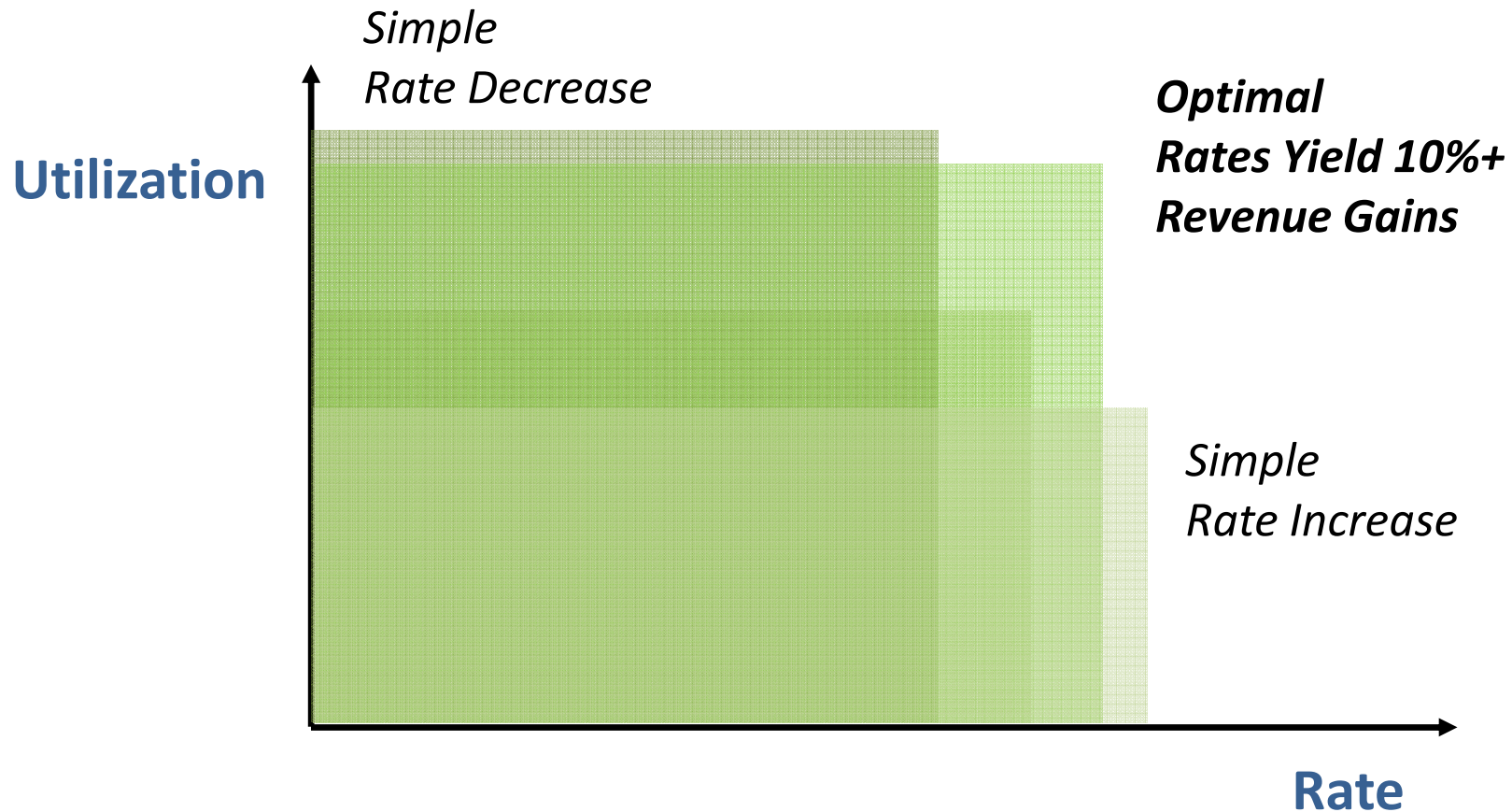
Zilliant Serves the Equipment Rental Industry



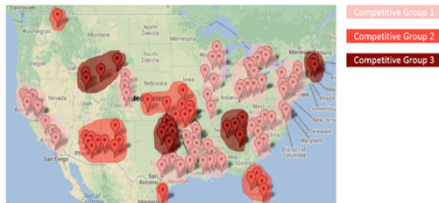
Optimise

Achieve best possible performance
against a specified goal by
balancing trade-offs and constraints.

Data-driven Optimisation: the Magic and the Money



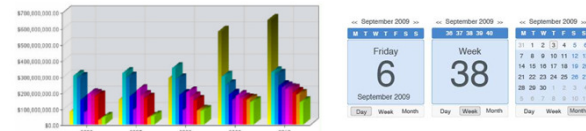
Rational Pricing™ Aligns Rate with Market and Customer Dynamics



Competition



Category Class



Customer Relationship



Customer Type

Quantifying Customer Relationships

Misaligned Rates



Using Rate to Strengthen Relationships

Rational Price Alignment

Customer Spend	Customer Duration Behavior		
	Long Duration	Medium Duration	Short Duration
Low Spend	381 €	389 €	434 €
Medium Spend	292 €	344 €	397 €
High Spend	281 €	286 €	338 €

Rational Pricing is a Win-Win-Win

