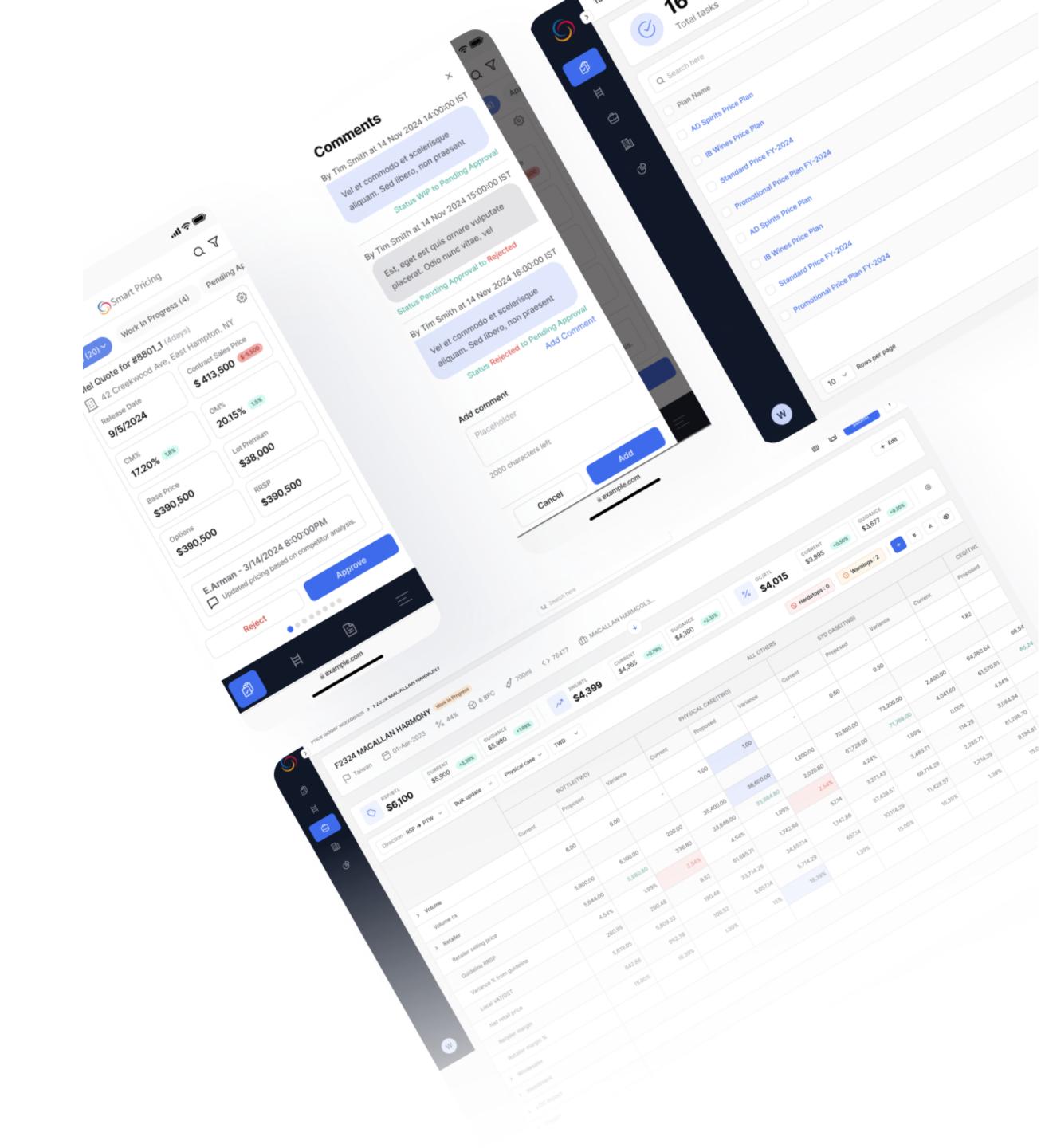
UX Case Study

# Pricing Transformation





# Norkbench Transformation

Client: EDG Group Limited

**Industry:** International Spirits

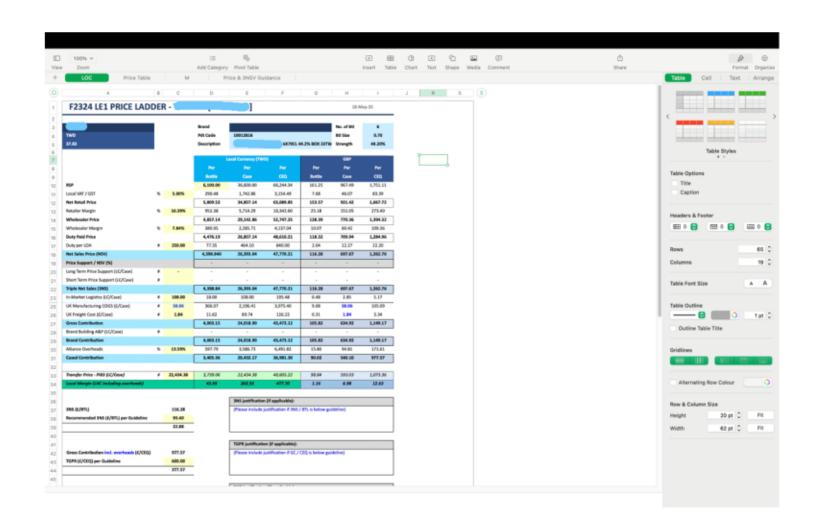
Headquarters: Glasgow, Scotland

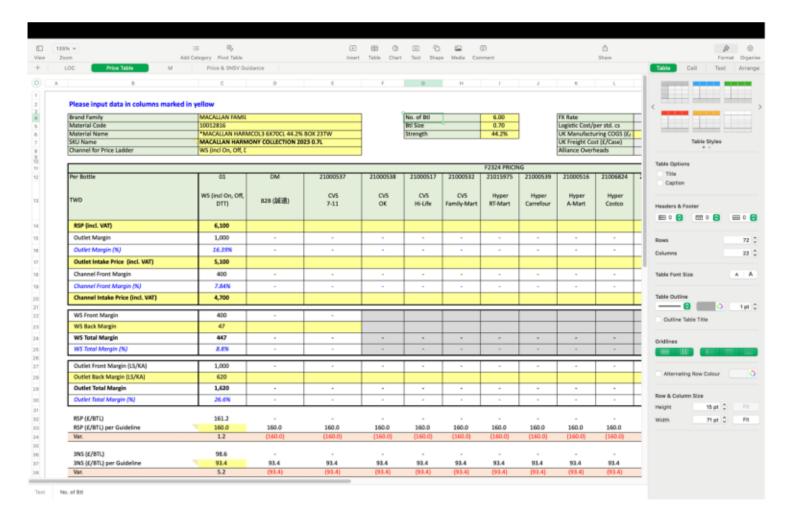
**Scope:** 85 Global Markets

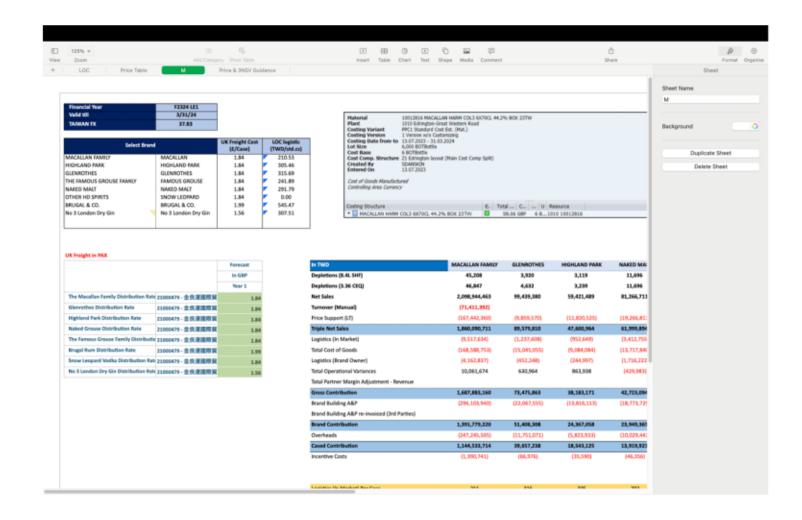
### **Context & Background**

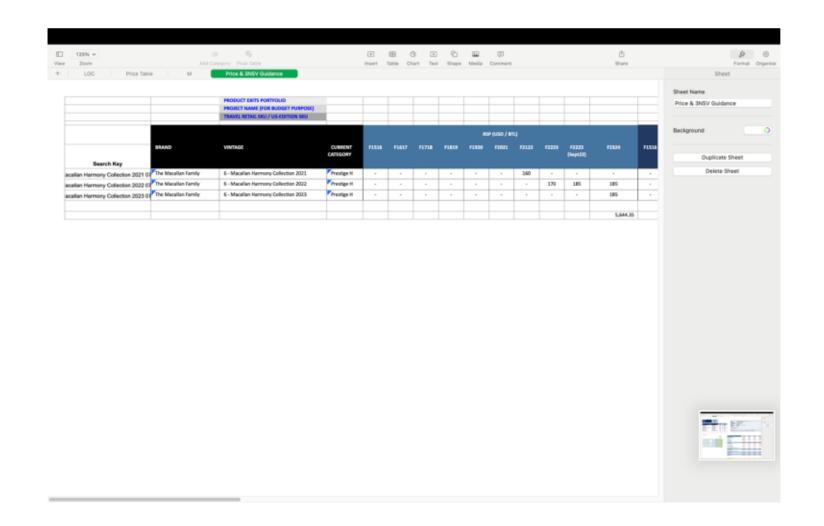
EDG operates in 85 diverse markets worldwide with regional offices, market-specific pricing, and complex global-local governance. The pricing process for both domestic markets and Global Travel Retail (GTR) is currently managed through Excelbased systems, posing challenges for scale, consistency, and control.

### **Excel Sheet**

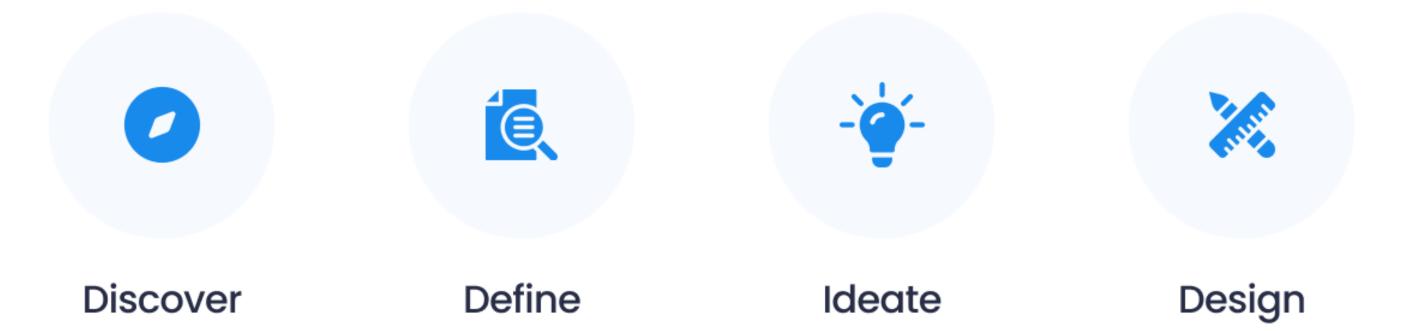








### **Our Process**



### Personas

- Super Admin (HQ Scotland): Has overarching control of global price policies
- Global Pricing Director: Oversees pricing consistency across all markets
- Regional Pricing Managers: Handle multi-country pricing for a specific region (e.g., APAC, EMEA)
- Country Pricing Leads: Responsible for applying local duties, taxes, and thresholds
- Sales Managers: Need visibility into approved pricing plans for customer discussions
- Finance/Compliance Officers: Monitor guideline adherence, profitability, and tax impact.

### **Super Admin**



**Liam MacGregor** Super Admin (HQ - Scotland)

#### **About**



Scotland

### Description

Liam is responsible for managing global system configurations, access controls, currency settings, and master guidelines across markets.

### A day in their life

Liam ensures global formulas, FX rates, and master data are up-to-date. He supports regional teams on system issues and oversees platform-level governance.

### Pain points

- Needs a faster way to push global rule changes to all markets
- Limited insight into how local overrides affect overall pricing health

### Global Pricing Director



**Emma Fraser Global Pricing Director** 

#### **About**

United Kingdom

MBA in International Business Employee

#### Description

Emma oversees global pricing alignment and strategy for Edrington. She ensures that pricing structures reflect brand value while maintaining profitability across regions.

#### A day in their life

Emma starts by reviewing pricing reports from all regions. She joins executive calls, discusses global margin strategies, and audits high-level variances. She reviews policy compliance and escalates structural issues to C-suite leaders.

#### Pain points

- Struggles with inconsistent pricing data across countries and formats
- Limited visibility into regional changes and exception pricing decisions

### Regional Pricing Manager



Kenji Watanabe Regional Pricing Manager (APAC)

#### **About**

Bachelor's in Finance

Singapore

Employee

#### Description

Kenji manages pricing for all APAC markets. He acts as a bridge between HQ and country teams, ensuring policies are implemented while accounting for regional needs.

#### A day in their life

Kenji manages pricing for all APAC markets. He acts as a bridge between HQ and country teams, ensuring policies are implemented while accounting for regional needs.

#### **Pain points**

- Difficulty consolidating multi-country plans into one coherent view
- Time lost coordinating approvals across various time zones

### ! Problem Statement

# EDG currently manages pricing using complex Excel-based sheets for:

EDG currently manages both domestic and travel retail pricing using complex Excel-based sheets, which serve as the core tool for:

- Domestic Pricing (PRL Price Ladder Plan)
- Travel Retail Pricing (GTR Global Travel Retail)

While functional, this legacy system poses serious challenges across scalability, accuracy, and usability:

#### X Key Issues & Challenges

SKU Volume Complexity

Maintaining and updating hundreds of SKUs manually in spreadsheets is inefficient and error-prone.

Multi-Currency Handling

Currency conversions between global (USD), HQ (GBP), regional, and local currencies are done manually, leading to inconsistencies and delays.

• Tax Formula Management

Local tax changes (e.g., bottle tax, duties, etc.) must be manually adjusted in each country's version—time-consuming and risky.

Lack of Centralized Control

No single source of truth or role-based access: every market manages their own version of the Excel, creating silos and misalignment.

Repetitive File Management

Each year, new Excel files are created for each market from scratch—adding administrative overhead and version confusion.

• Bulk Update Limitations

Excel lacks robust tools for bulk SKU-level edits, increasing workload and the likelihood of errors in repetitive tasks.

Workflow & Approval Gaps

Approval processes are informal and manually tracked. There's no structured approval workflow (submit → review → approve → publish), risking oversight and inconsistencies.

• Lack of Real-time Interactions

Users can't collaborate simultaneously or receive instant feedback/warnings. Interaction is slow and not scalable.



### Approval Managers need to compare pricing

Approvers require the ability to review current vs. proposed prices, compare across SKUs or plans, and assess margin impact before approval.

### Pricing Users need reference points

Users want access to historical data such as last year's price, similar customer pricing, or comparable product pricing to make informed decisions.

### Bulk Edit Functionality

Users need the ability to update multiple SKUs or fields at once to save time and reduce manual errors.

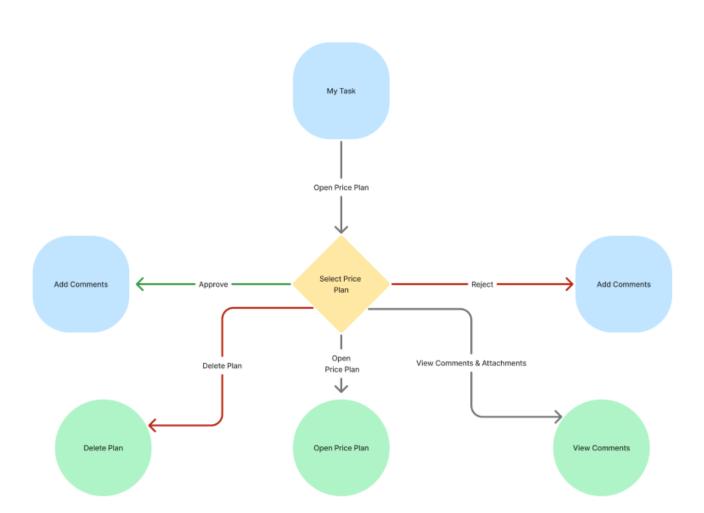
### Easy Currency Conversion

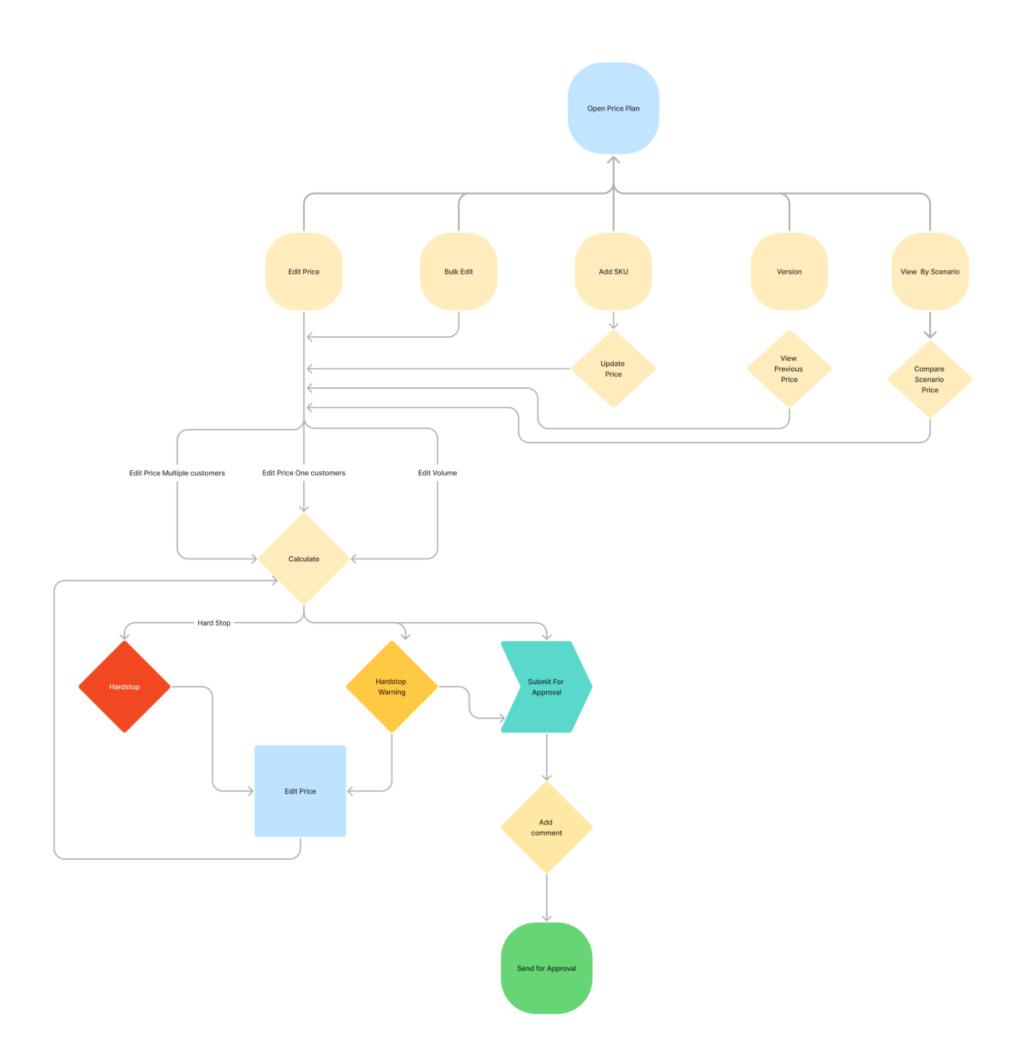
Users expect automated and overrideable currency conversion to reflect accurate local and global prices.

### Guidance and Threshold Validation

Users need real-time validation for RSP, GM%, and 3NS guidelines, along with warnings or hard stops for violations.

### User Flow





## Wireframes

### Welcome back, Girish

Here's an overview of your task for today.

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Plan Name	7	Status	7	Date (From - To)	7	Received date ▽	Task age	7	Actions ①	
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Standard Price FY-2024		PENDING APPROVAL		13/07/2023 - 15/07/2049		13/07/2023	16+ hours		Approve 😥 :	)
Promotional Price Plan FY-2024		IN PROGRESS		13/07/2023 - 15/07/2049		13/07/2023	2+ months		Submit 😥 :	
AD Spirits Price Plan		APPROVED		13/07/2023 - 15/07/2049		13/07/2023	6+ months		Publish :	
IB Wines Price Plan		PENDING APPROVAL		13/07/2023 - 15/07/2049		13/07/2023	1+ years		Approve 😥 :	
Standard Price FY-2024		APPROVED		13/07/2023 - 15/07/2049		13/07/2023	5+ years		Publish :	
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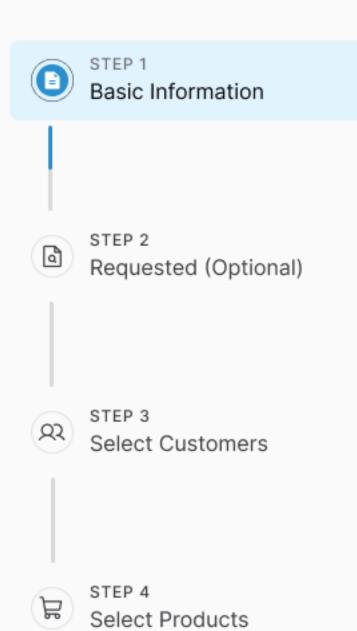
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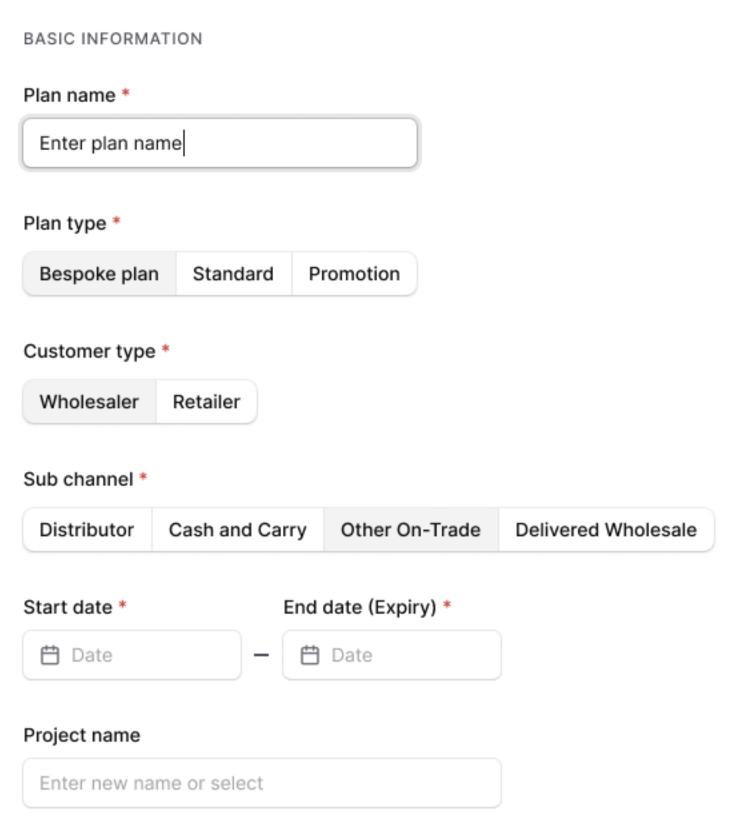
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IB Wines Price Plan	PENDING APPROVAL	13/07/2023 - 15/07/2049	13/07/2023	1+ years	Approve 😥 :
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Promotional Price Plan FY-2024	IN PROGRESS	13/07/2023 - 15/07/2049	13/07/2023	10+ years	Submit 💬 :

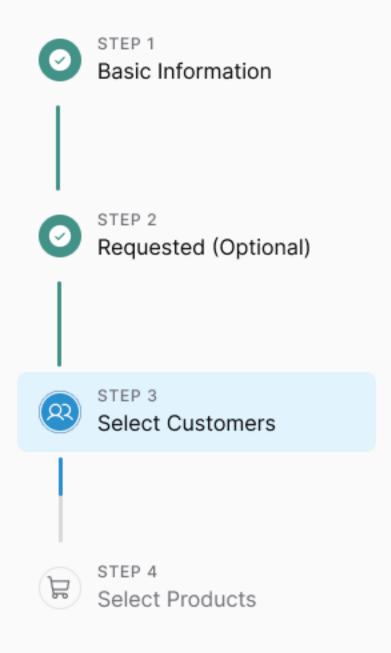






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<b>7870</b>	AD Spirits Ltd		Wholesale	Cash & Carry	Customer
7871	BF Spirits Ltd		Wholesale	Cash & Carry	Customer
7672	AD Spirits Ltd		Wholesale	Cash & Carry	Customer
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**Price Plan** 

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Comments

#### Comment

New comment

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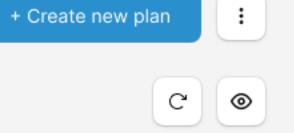
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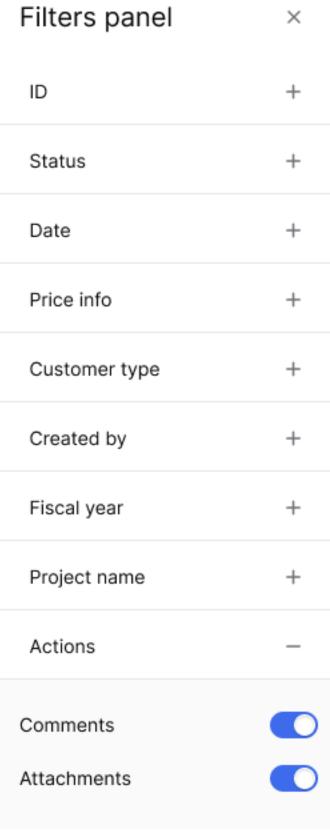
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### Price Plan

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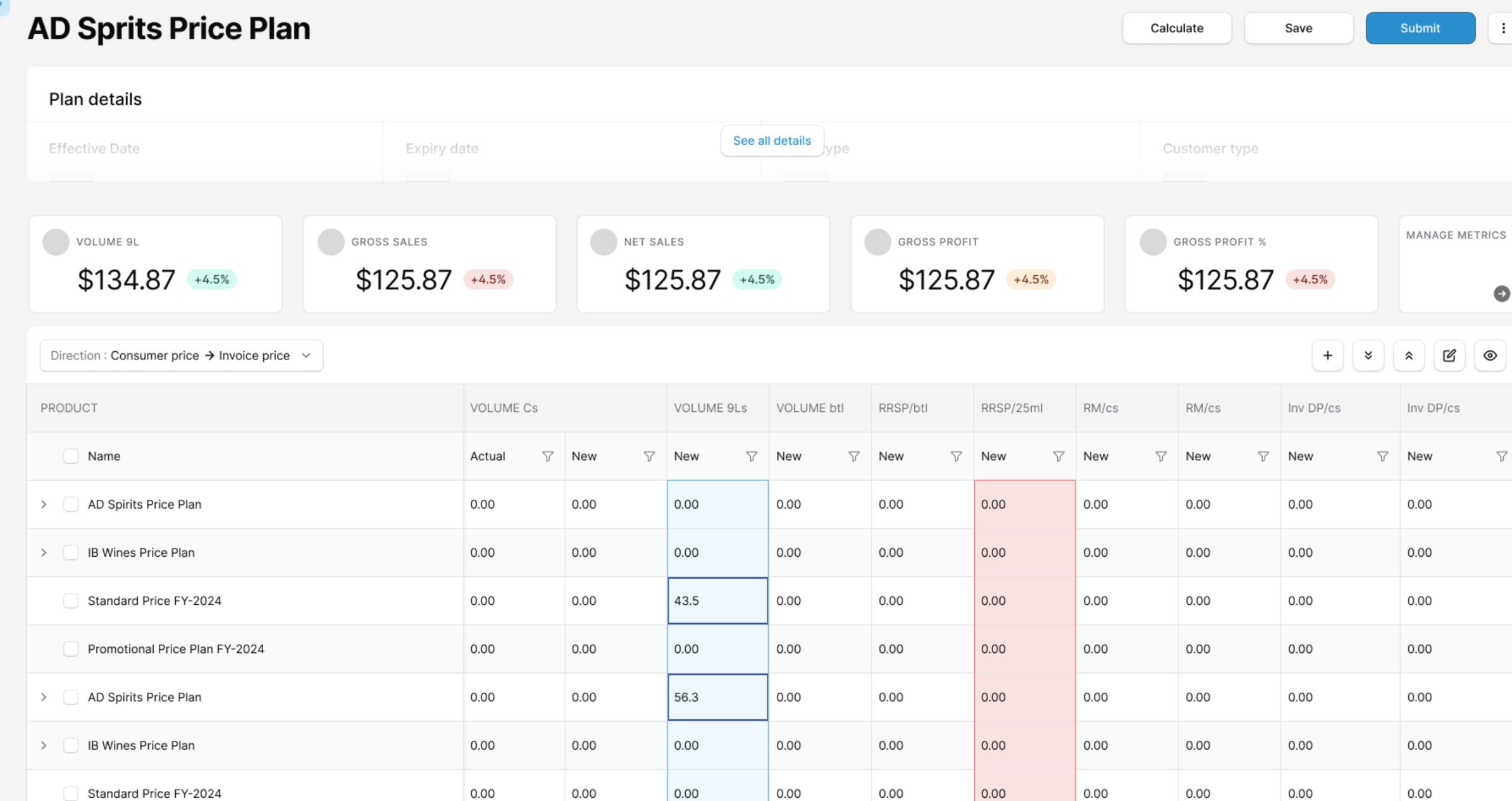


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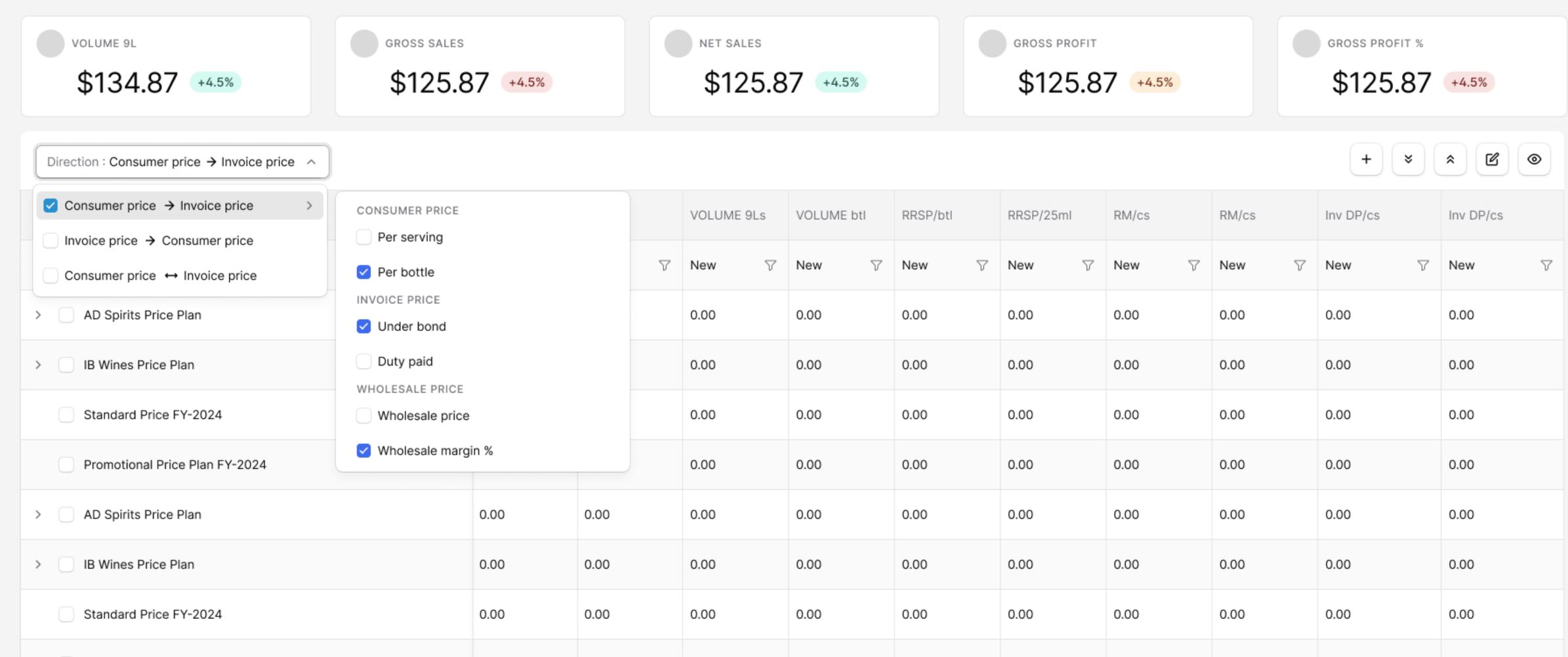
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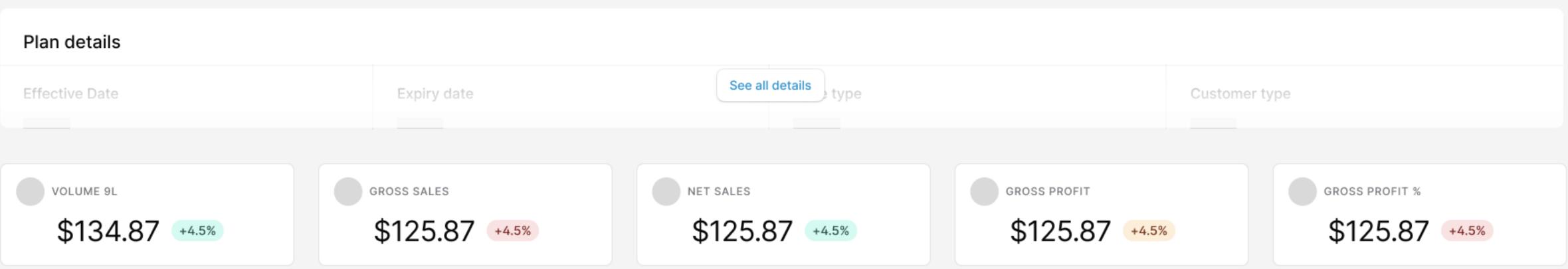






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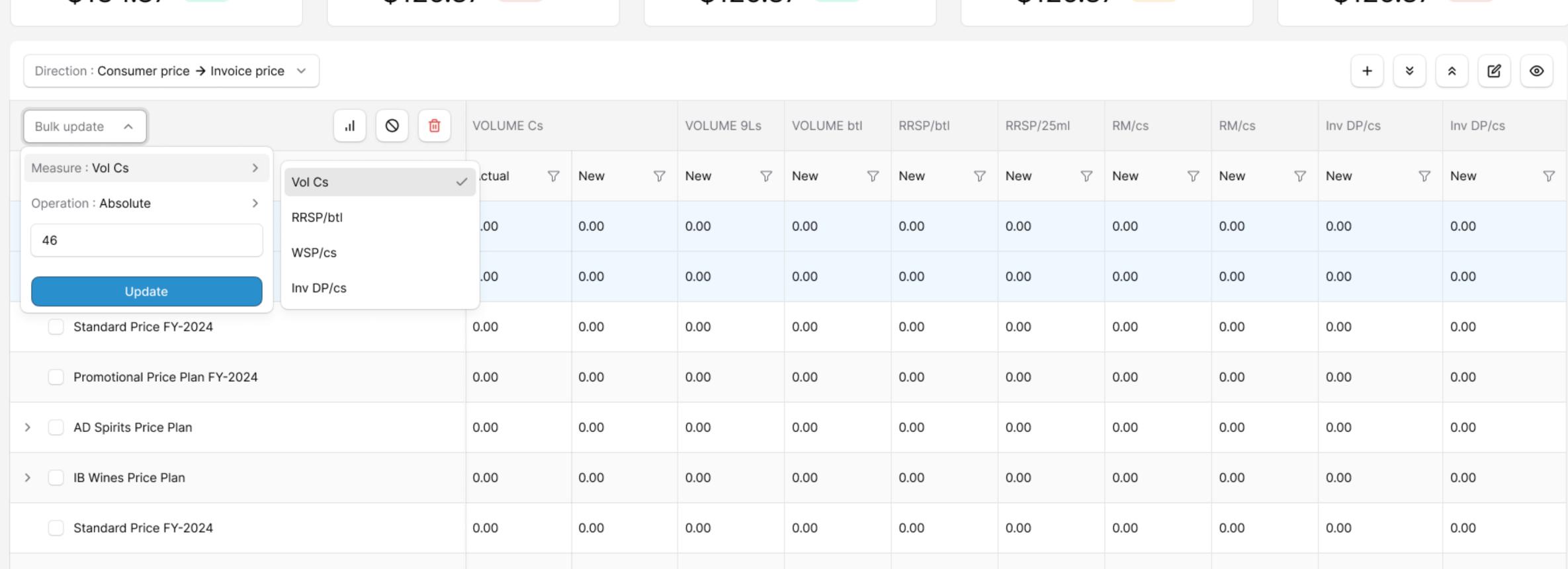


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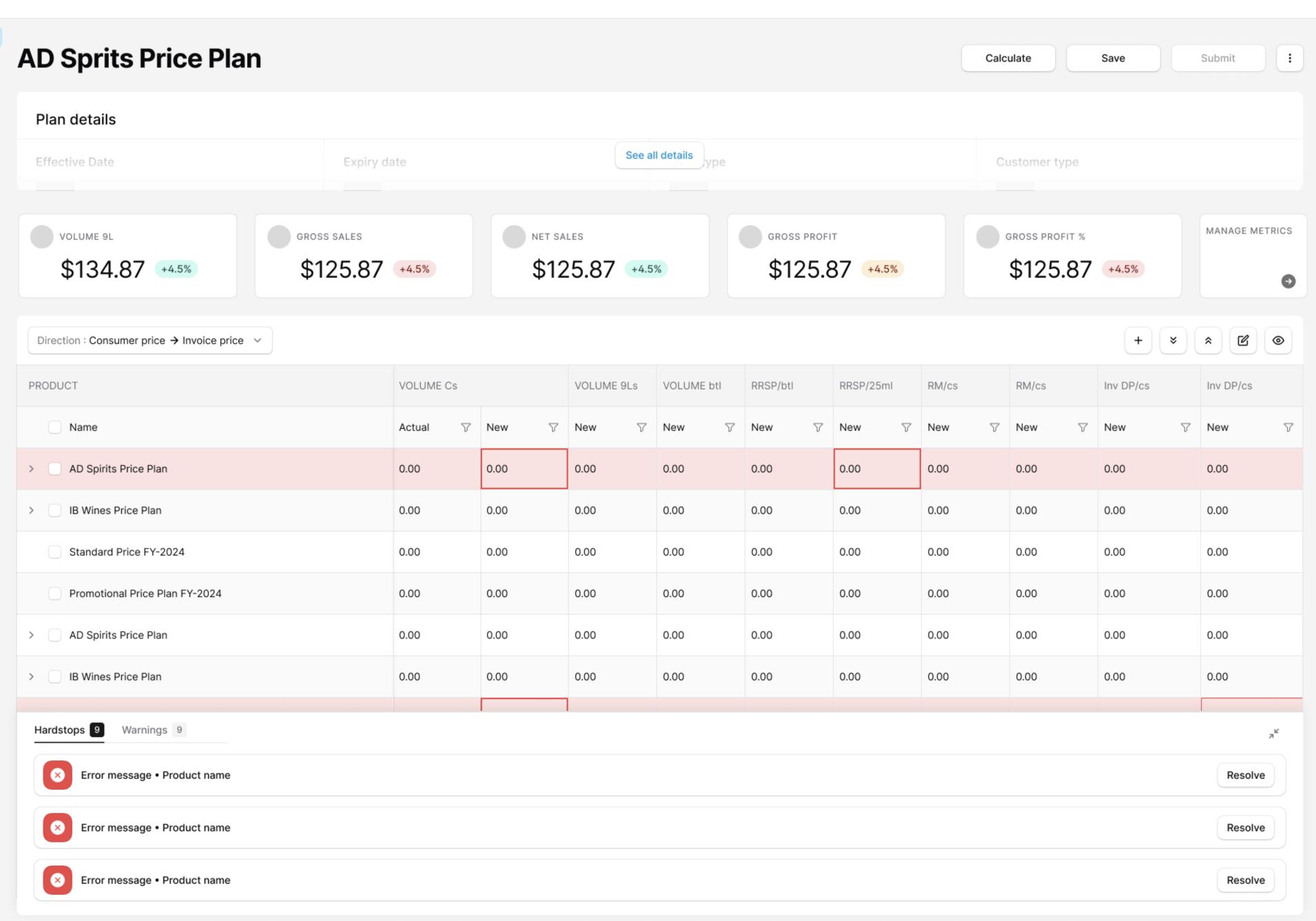


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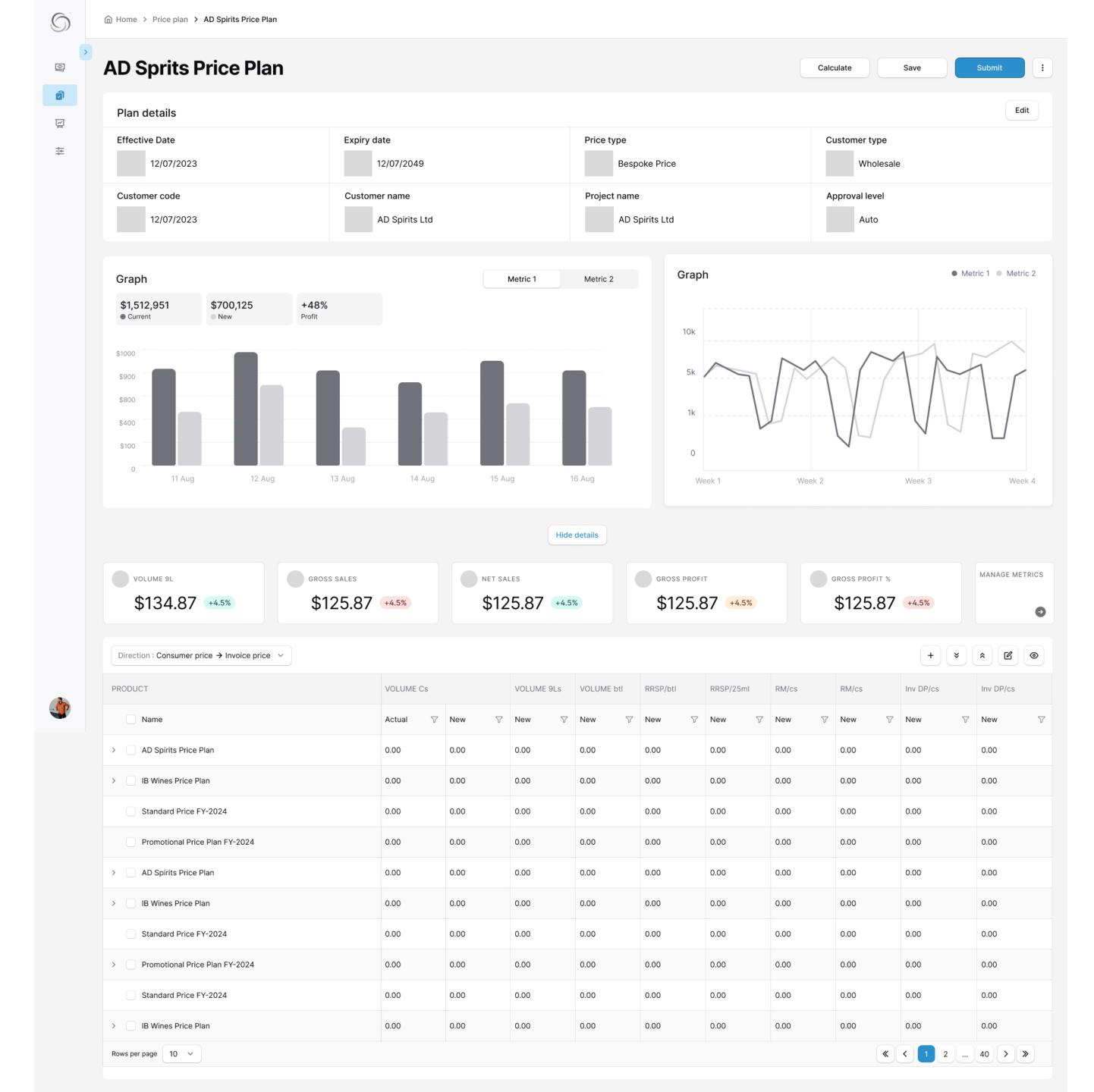
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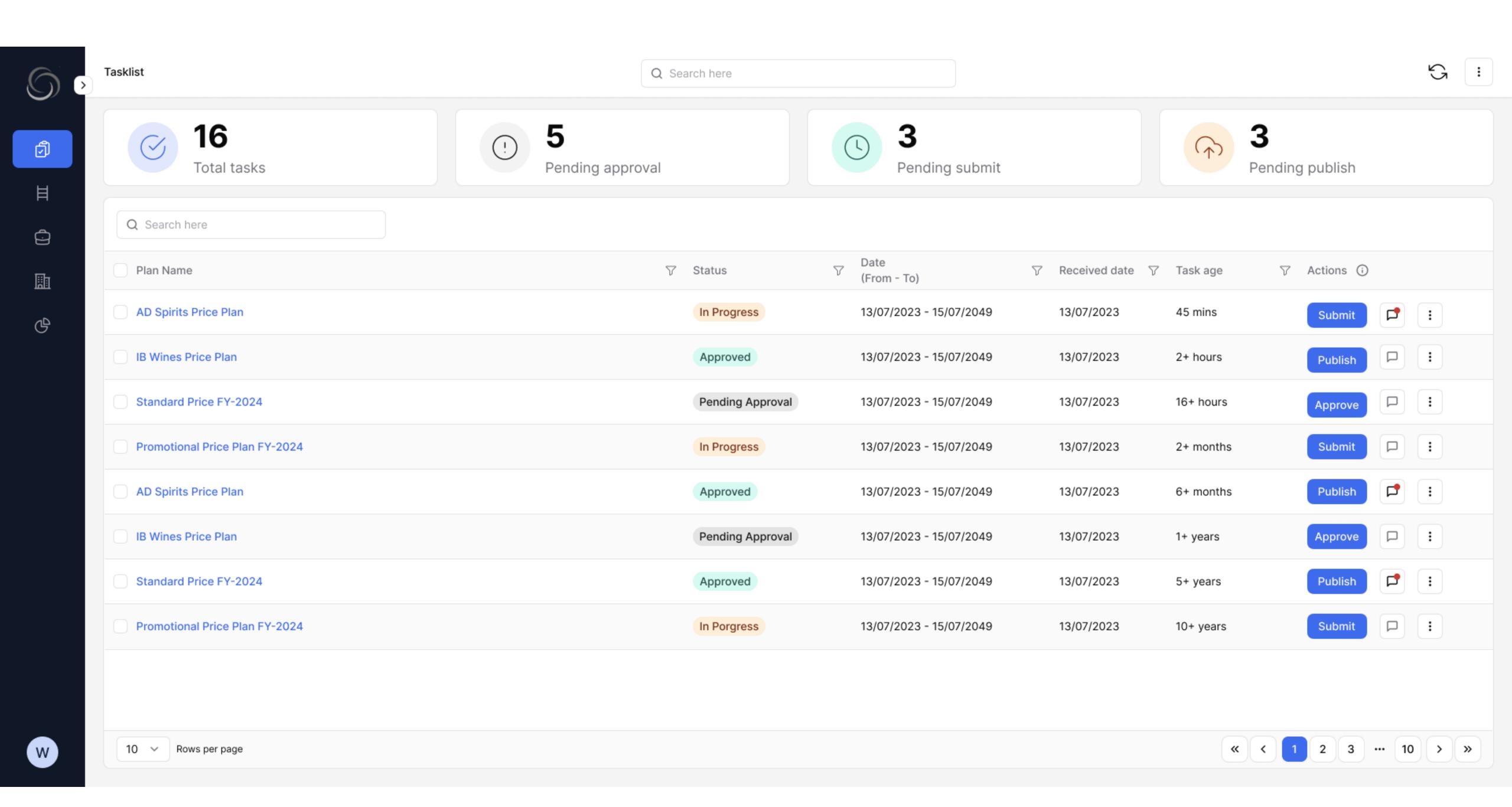
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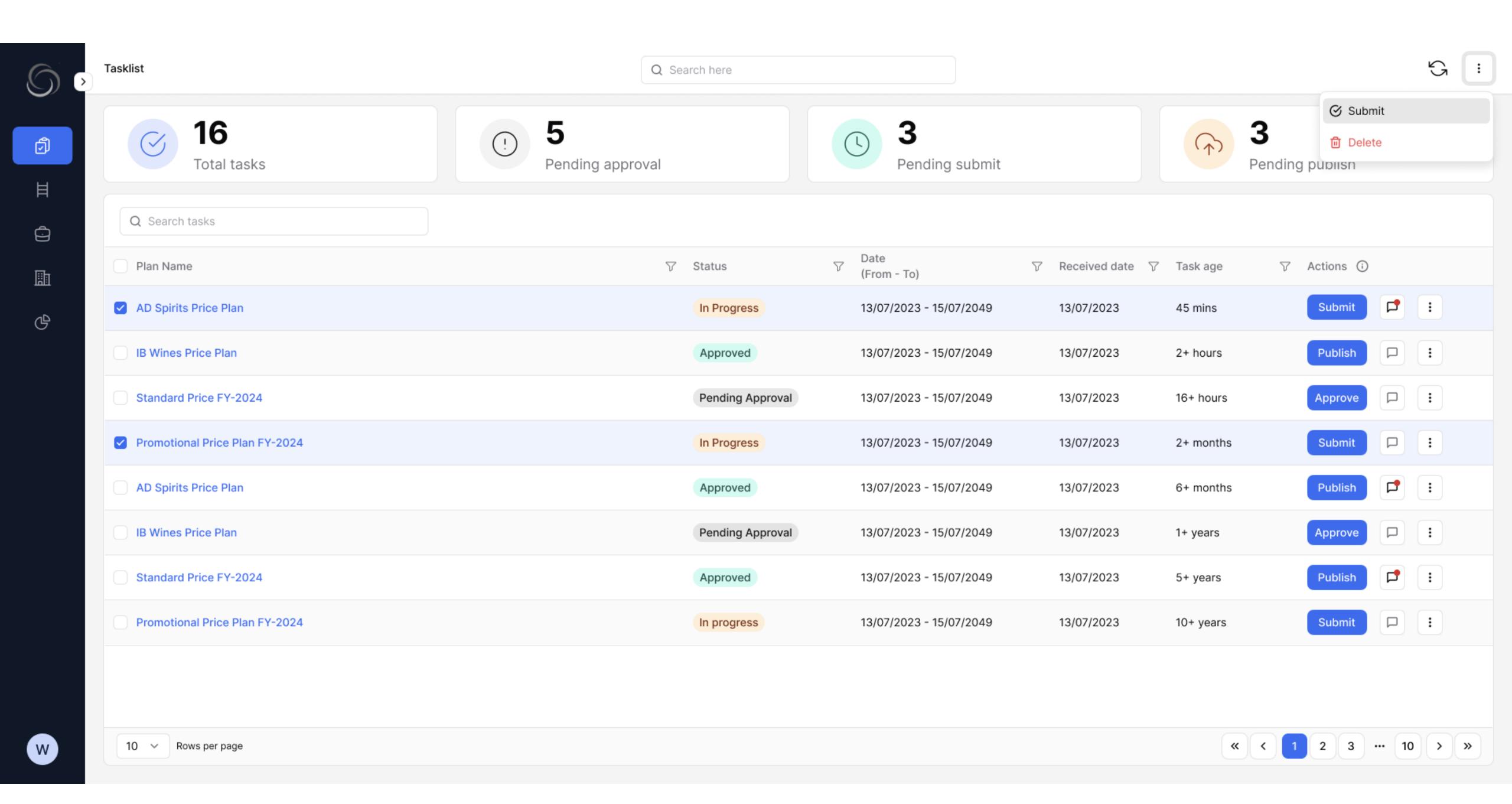






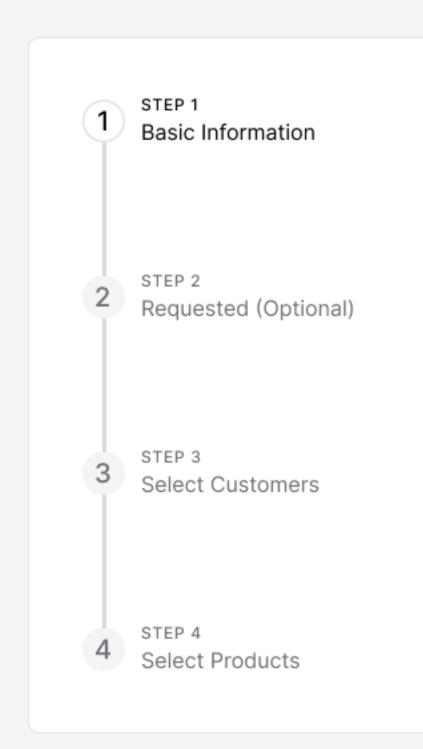
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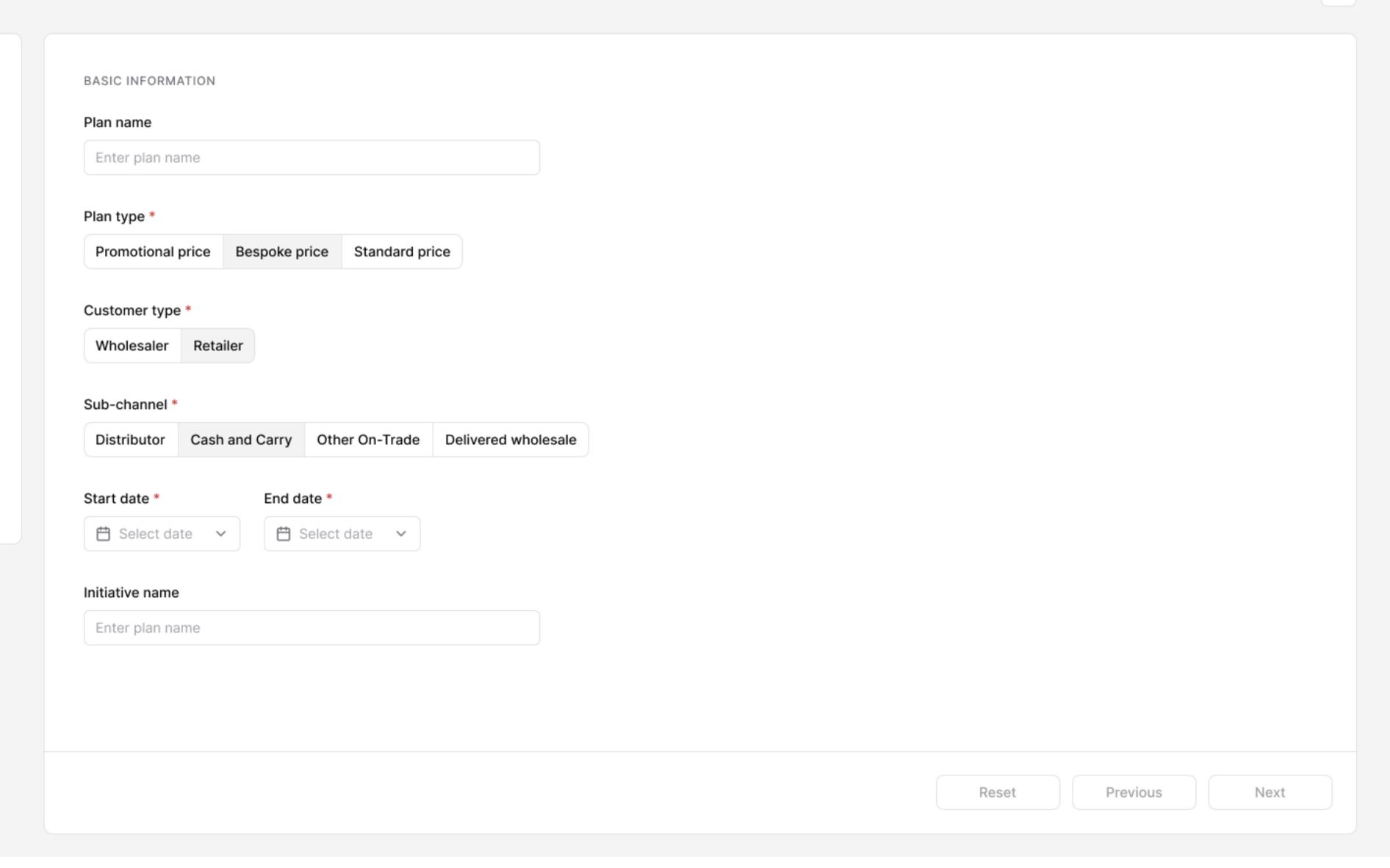




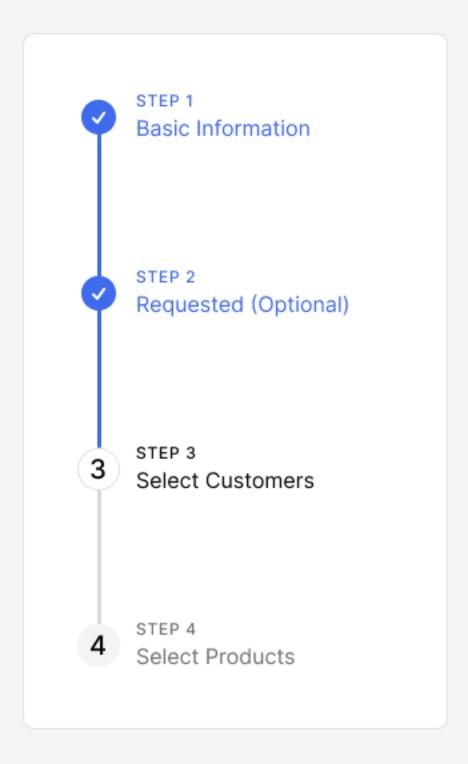
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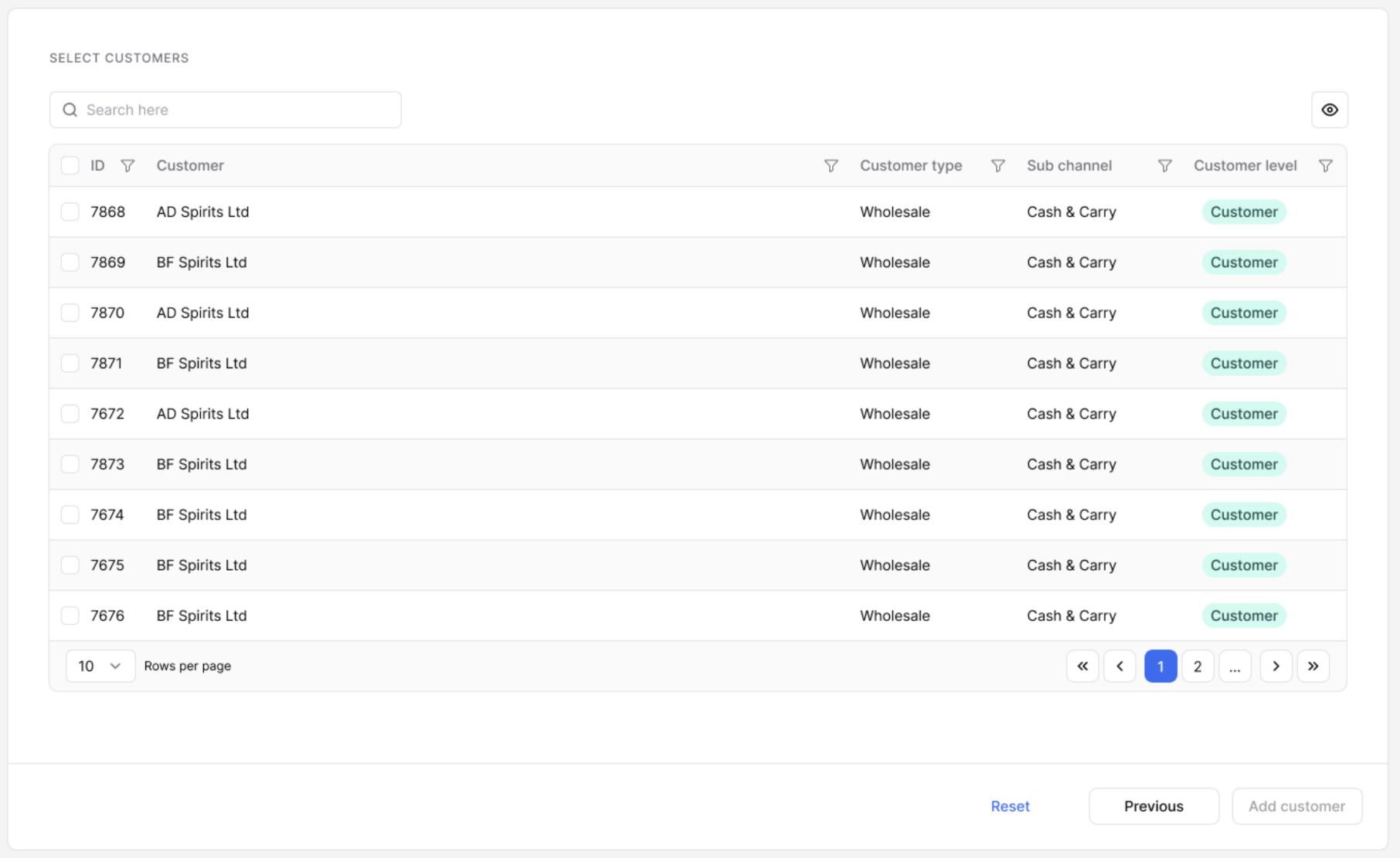


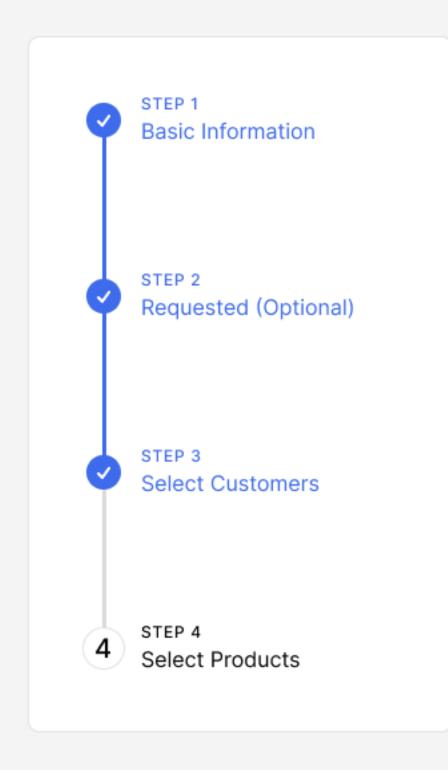


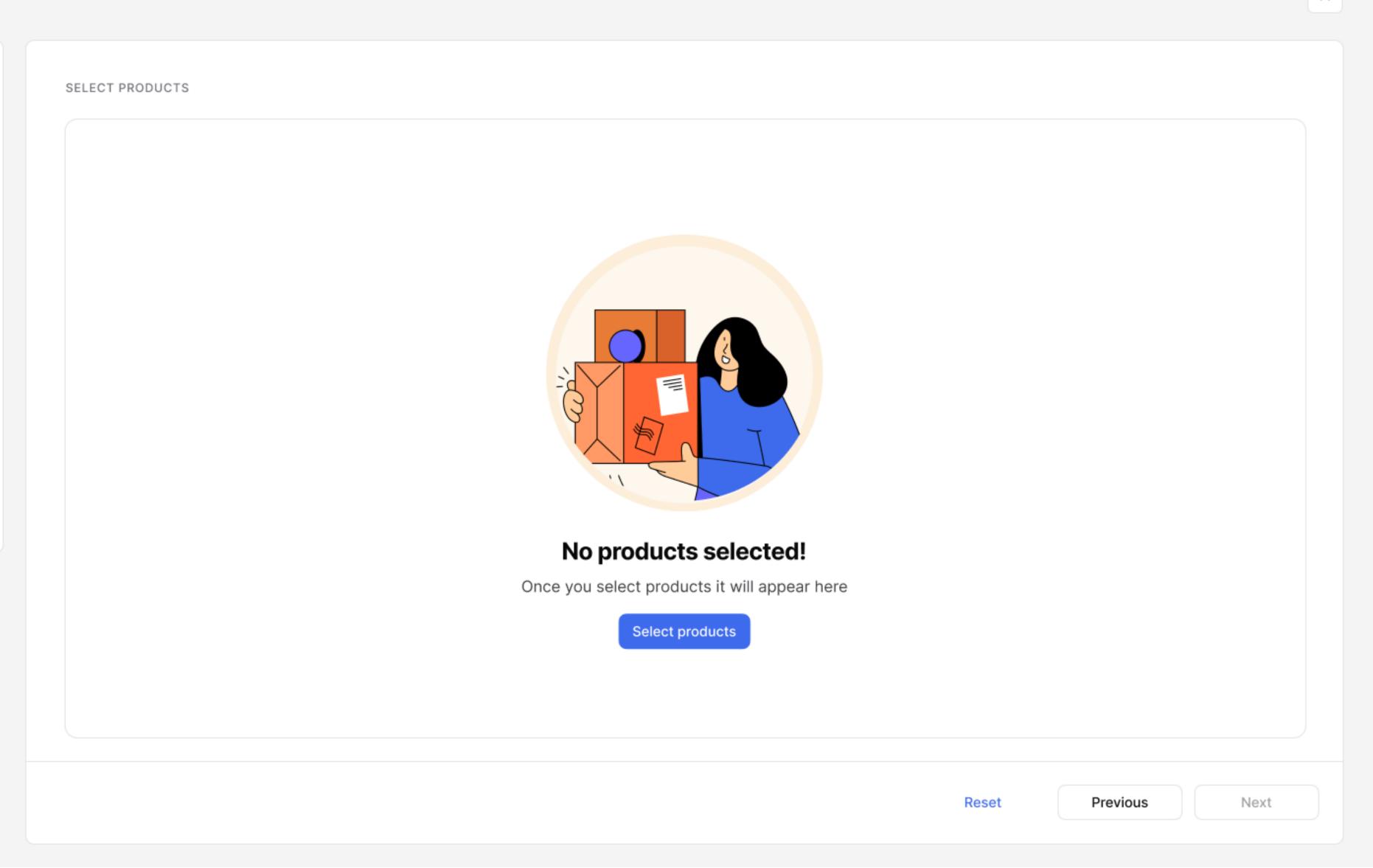


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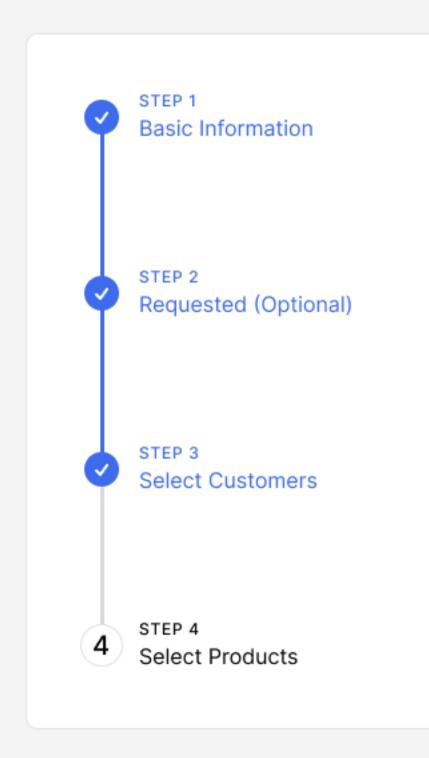


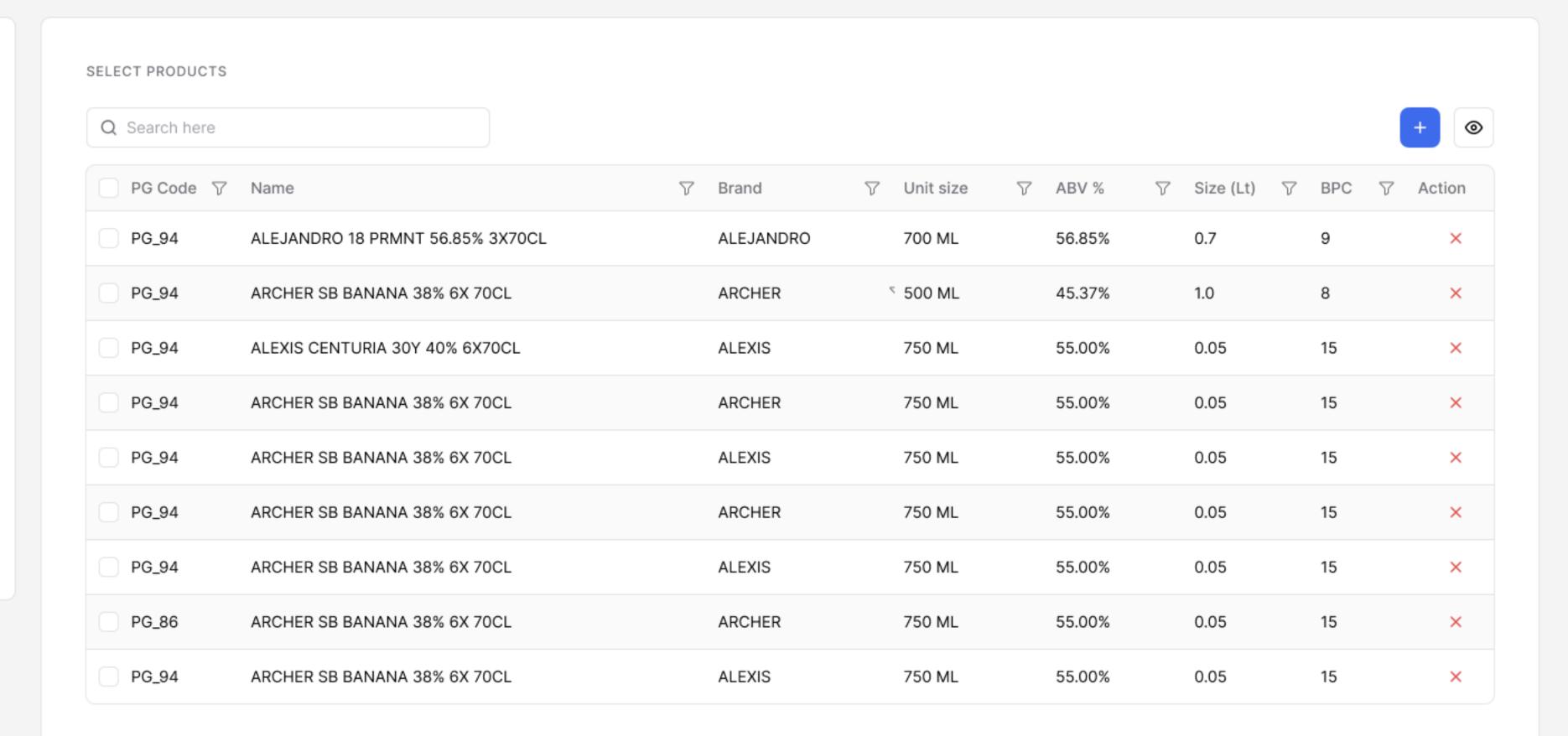




### **Create Price Plan**







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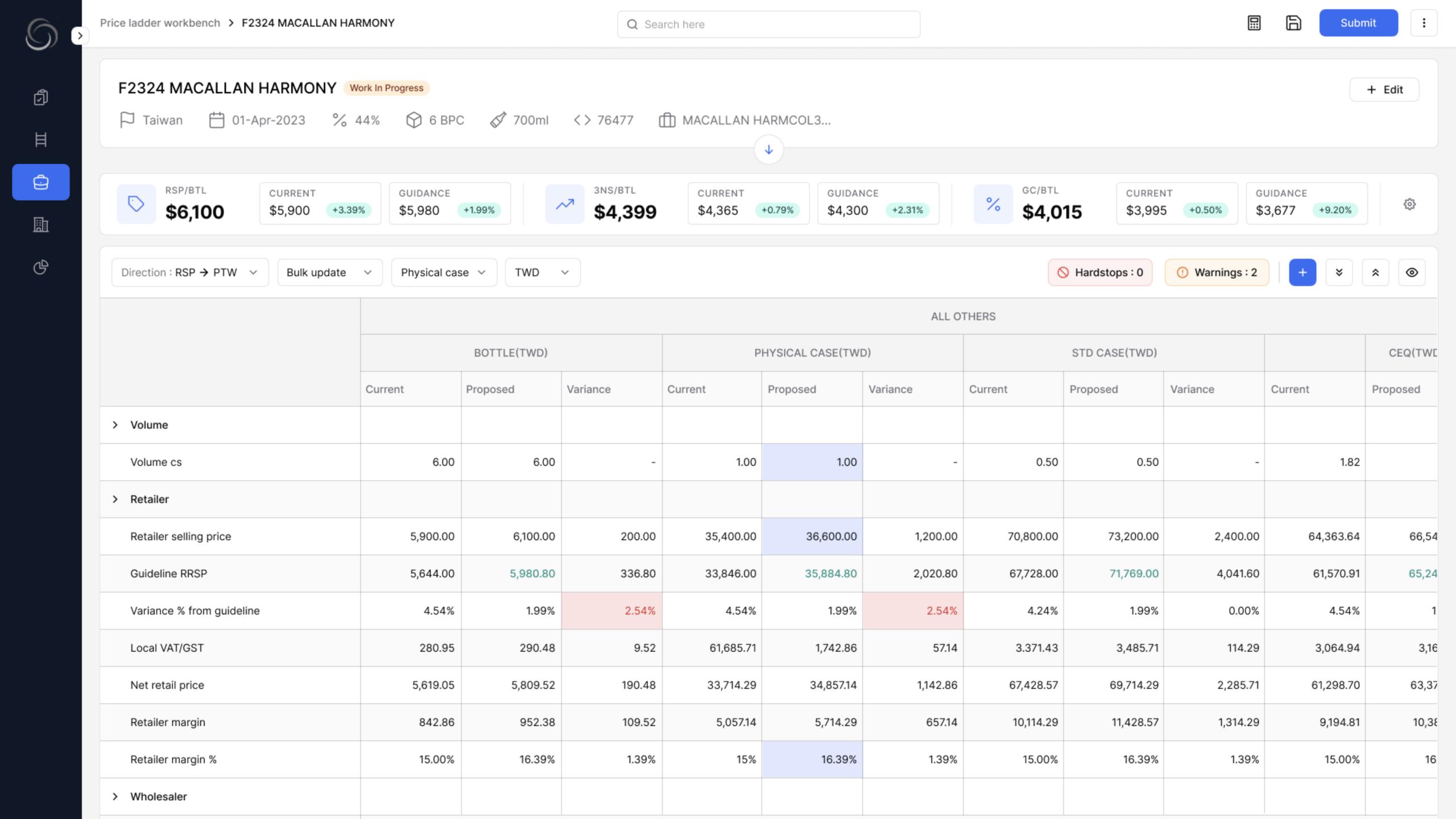


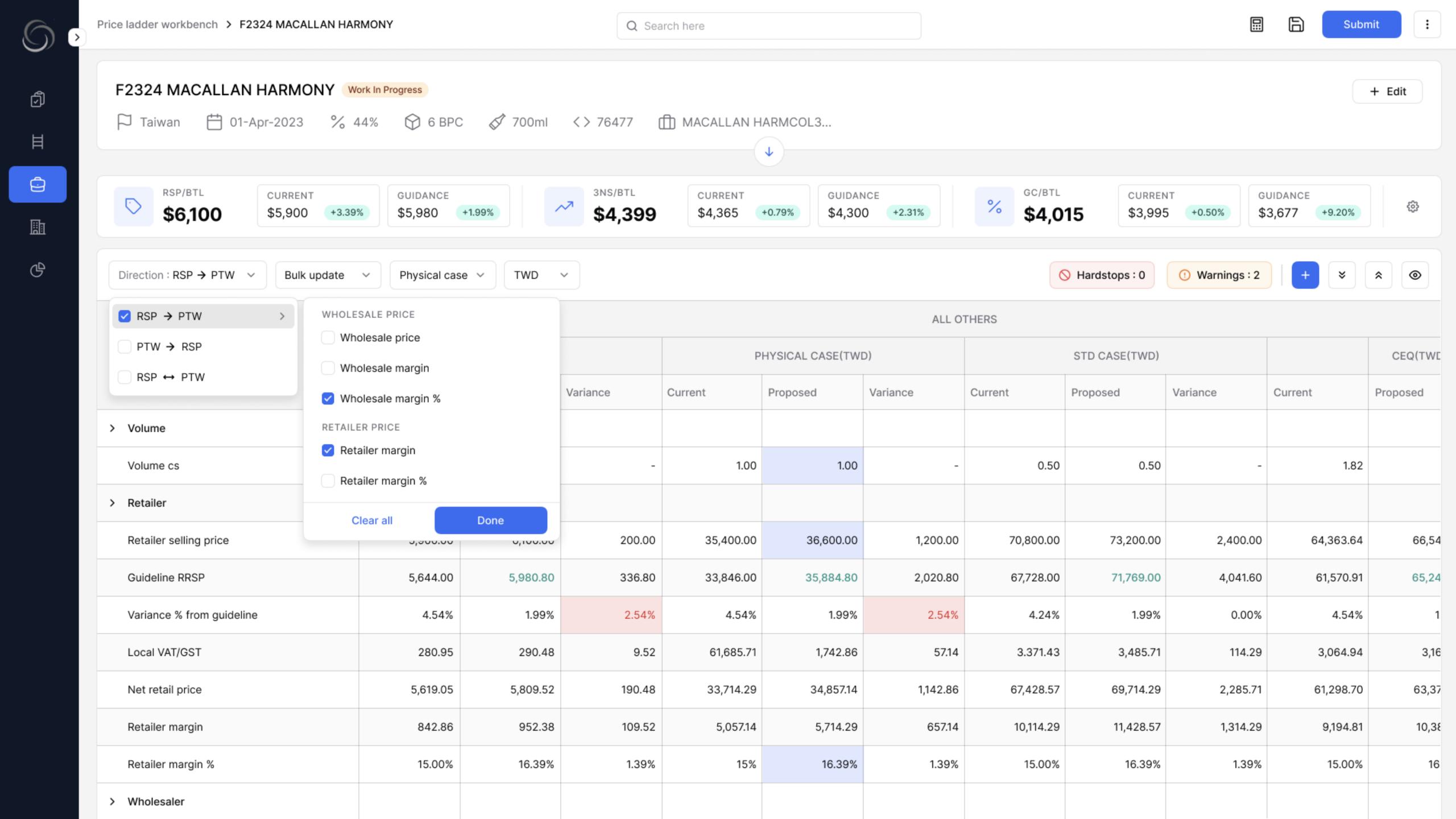
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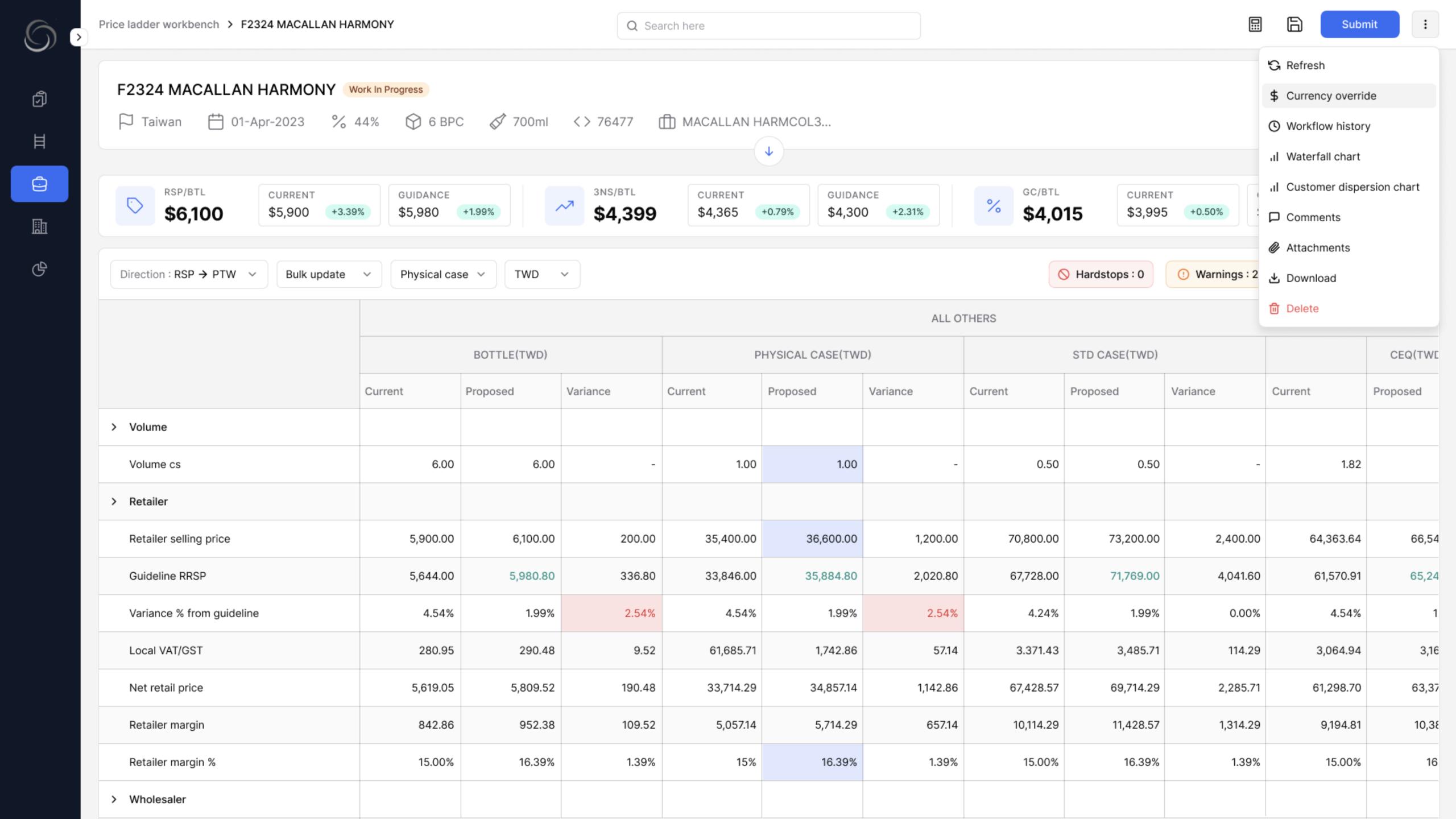
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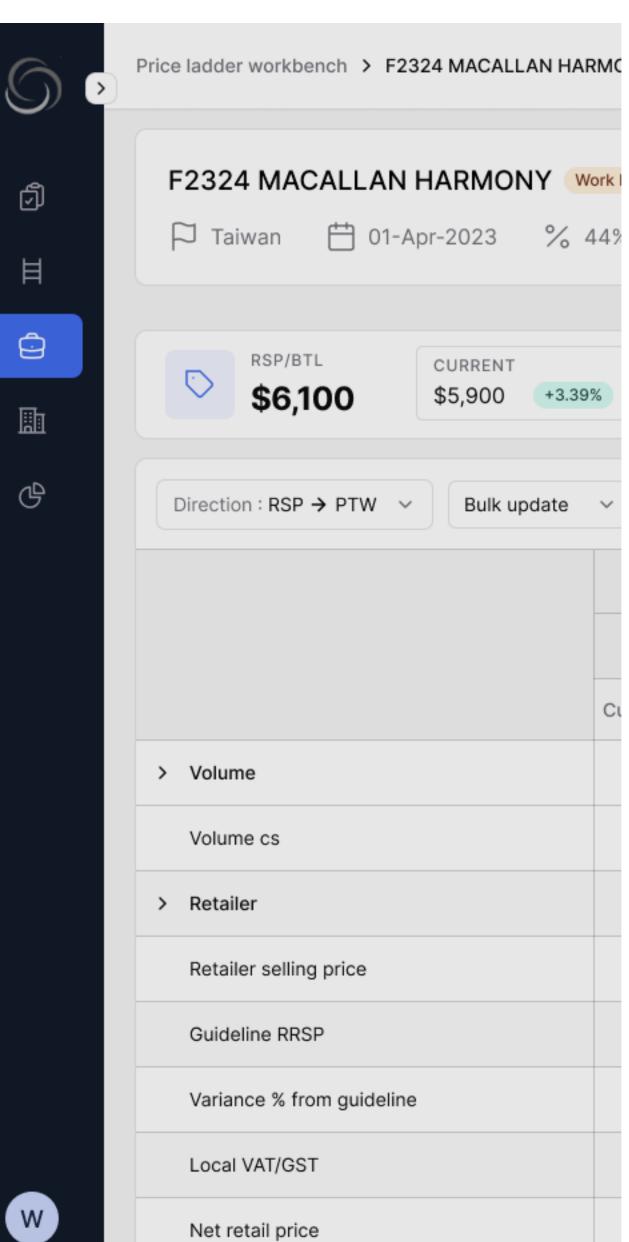
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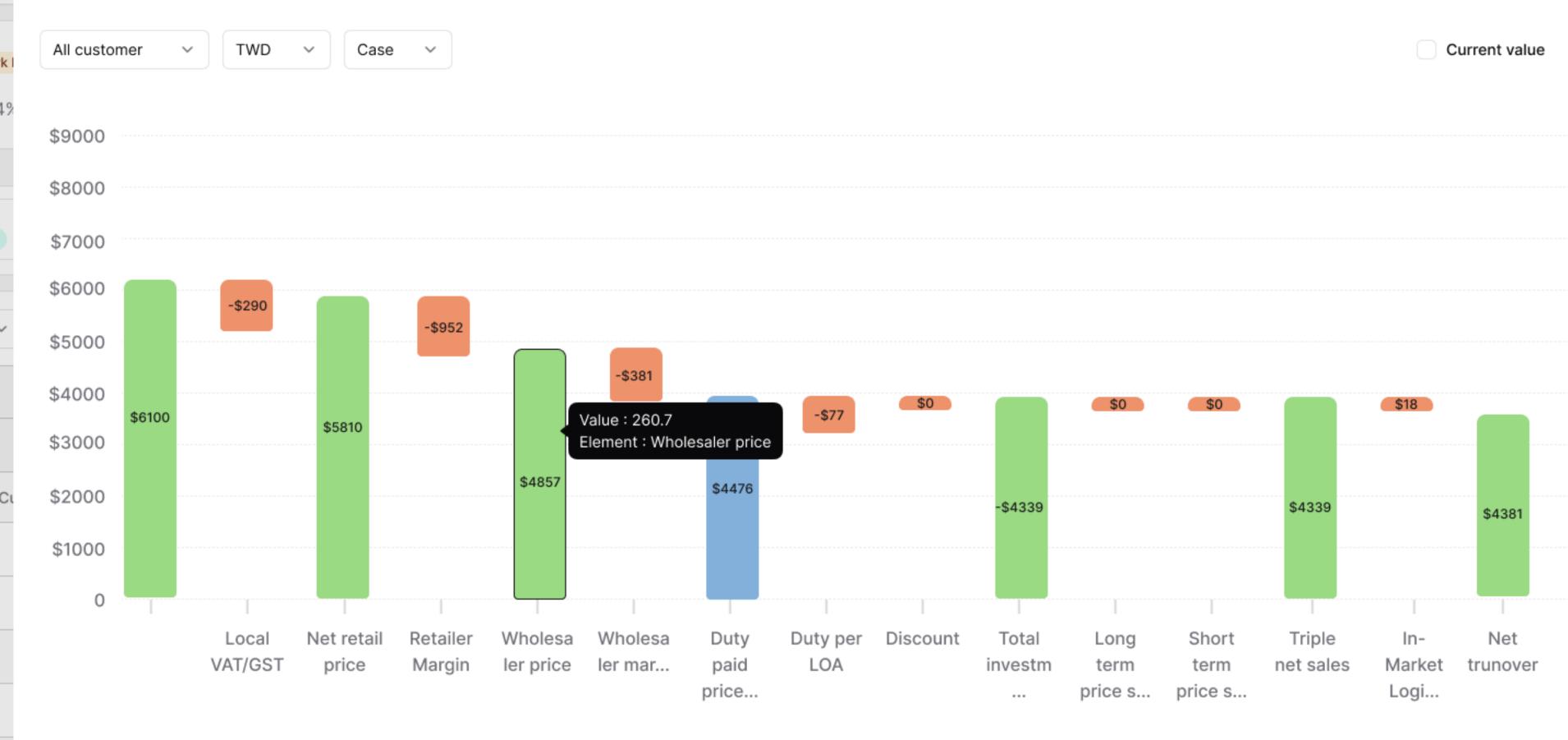








### Waterfall chart

















### **Groups & Mapping**



#### Valid Combination

This is gonna be some description about this module

Explore customer group



### **Pricing Group Mapping**

This is gonna be some description about this module

Explore customer group mapping



### Pricing Group

This is gonna be some description about this module

Explore pricing group



### **Pricing Group GTR**

This is gonna be some description about this module

Explore pricing group mapping

### **Guideline Maintenance**



#### Guidelines

This is gonna be some description about this module

Explore VAT



#### **Guideline Thresholds**

This is gonna be some description about this module

Explore excise duty



#### Valid Combination

This is gonna be some description about this module

Explore customer group

### **Local Taxes and costs**



### **Excise Duty**

This is gonna be some description about this module

Explore customer group



#### Local Taxes & Costs %

This is gonna be some description about this module

Explore customer group mapping



#### Local Taxes & Costs % Per Unit

This is gonna be some description about this module

Explore pricing group

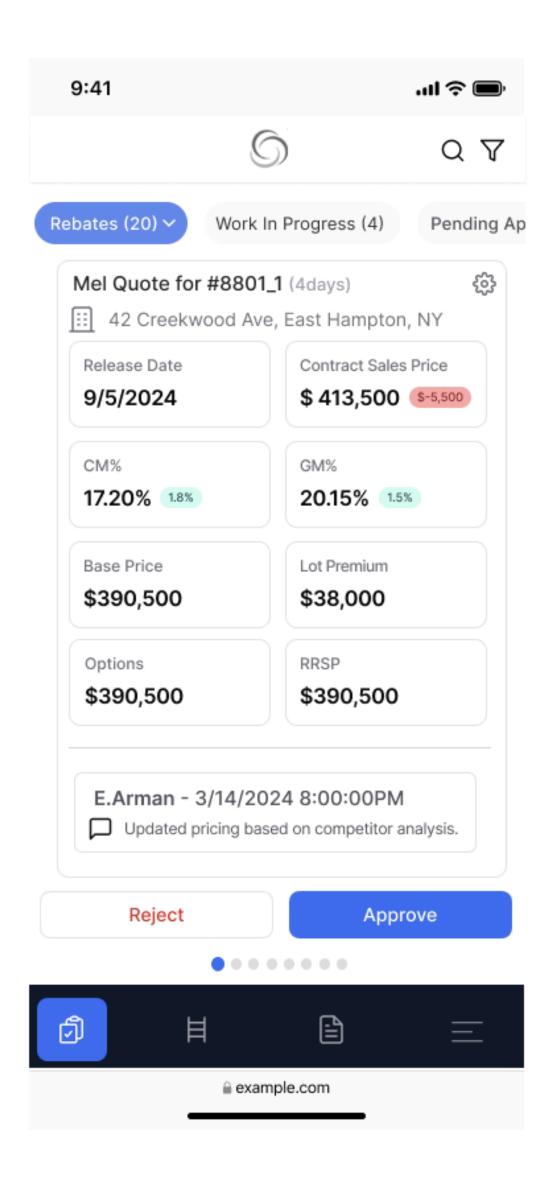


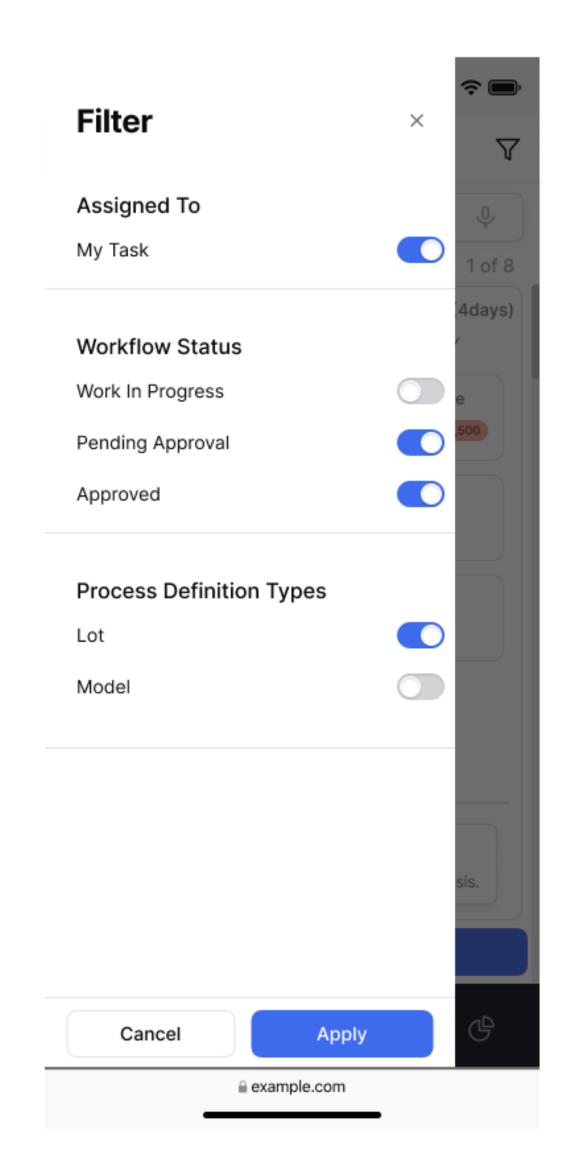
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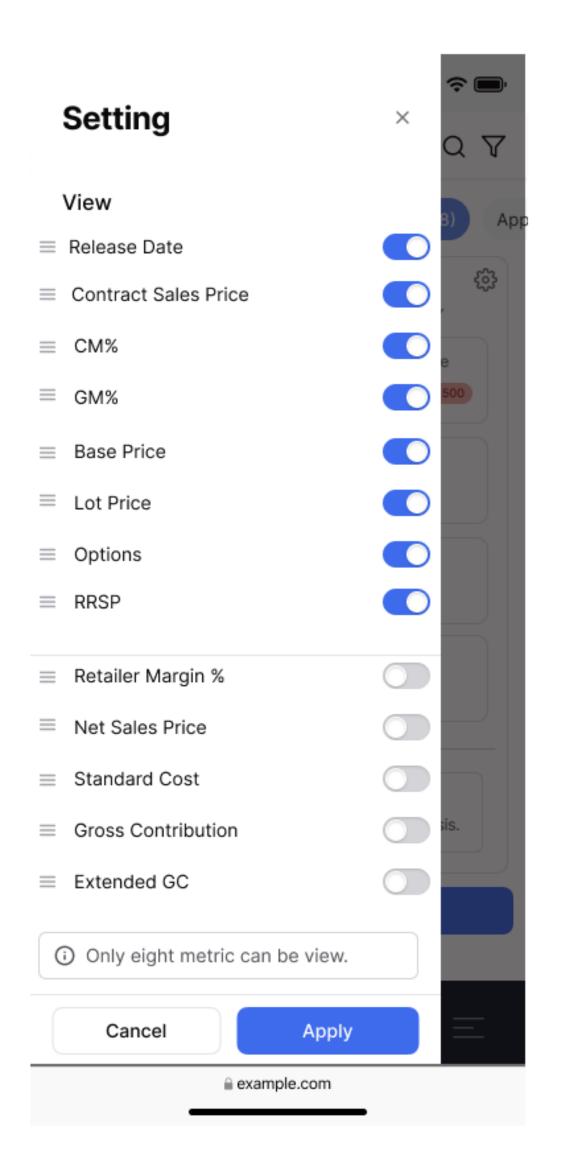
#### **Overhead Costs**

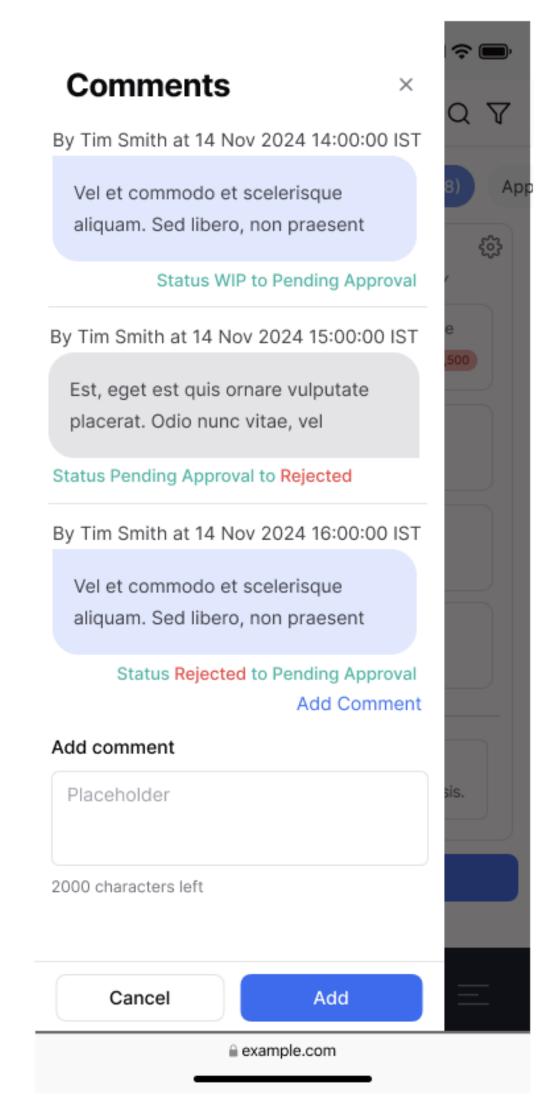
Explore pricing group mapping

# Mobile UI Design

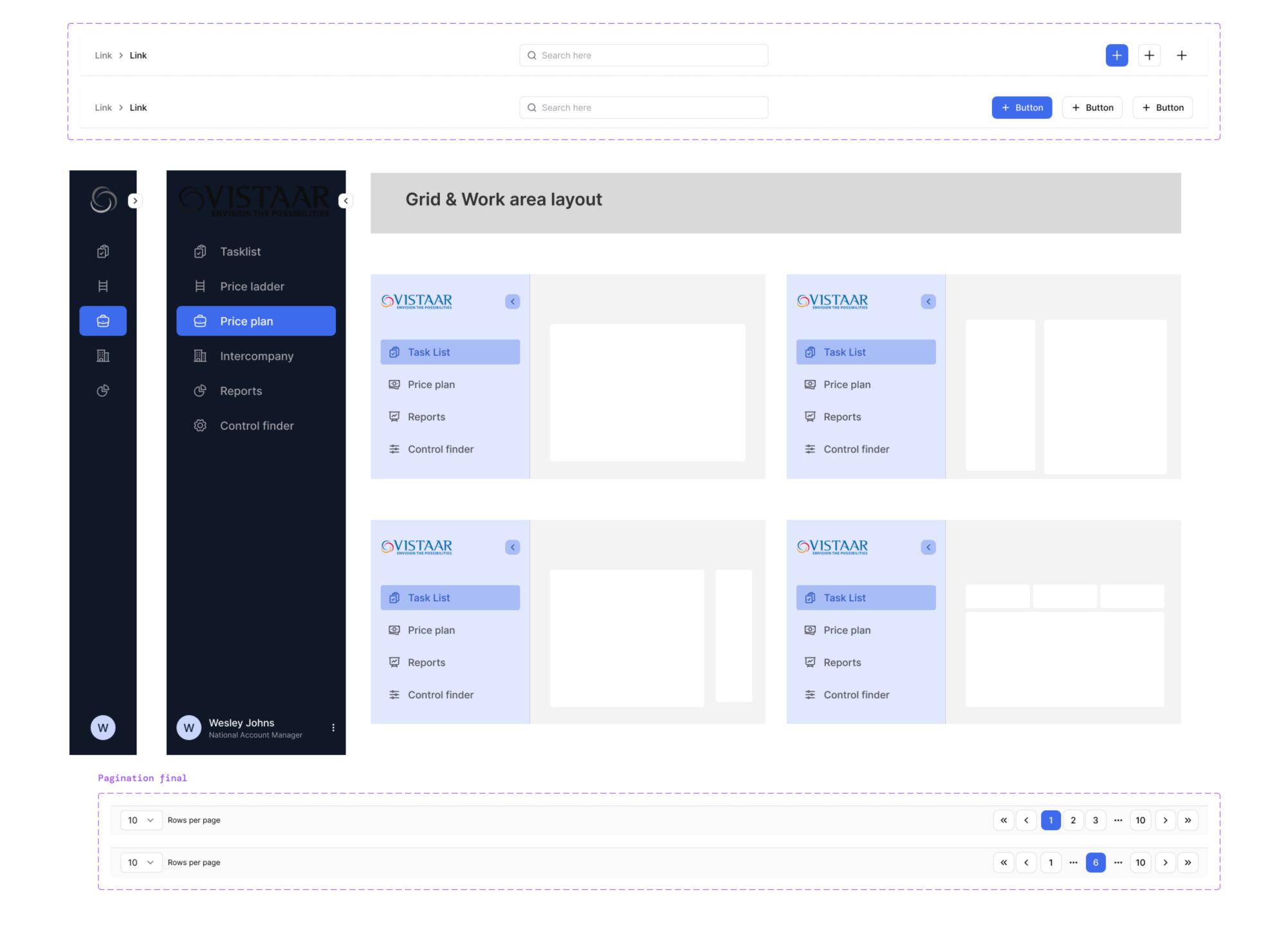


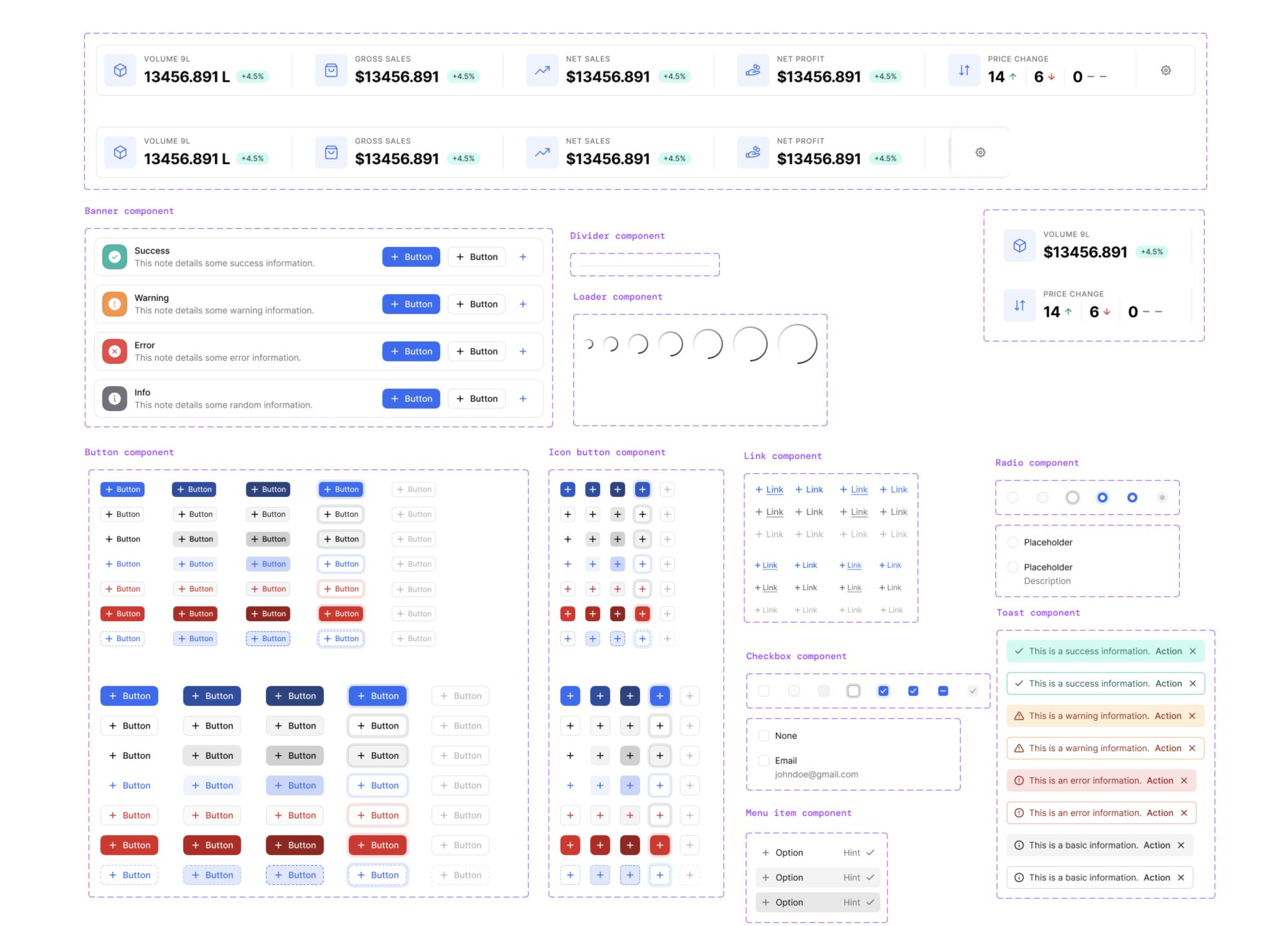






# Common Components





# Thank You