

Revenue Management Fundamentals

Profitability
Analytics Center
of Excellence

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PACE

PROFITABILITY ANALYTICS
CENTER OF EXCELLENCE

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- Larry White, CMA, CFM, CPA, CGFM – Executive Director, Resource Consumption Accounting Institute
- Gary Cokins, CPIM – Founder and CEO, Analytics-Based Performance Management
- Doug Hicks, CPA – President, D. T. Hicks & Co.
- A network of additional collaborators

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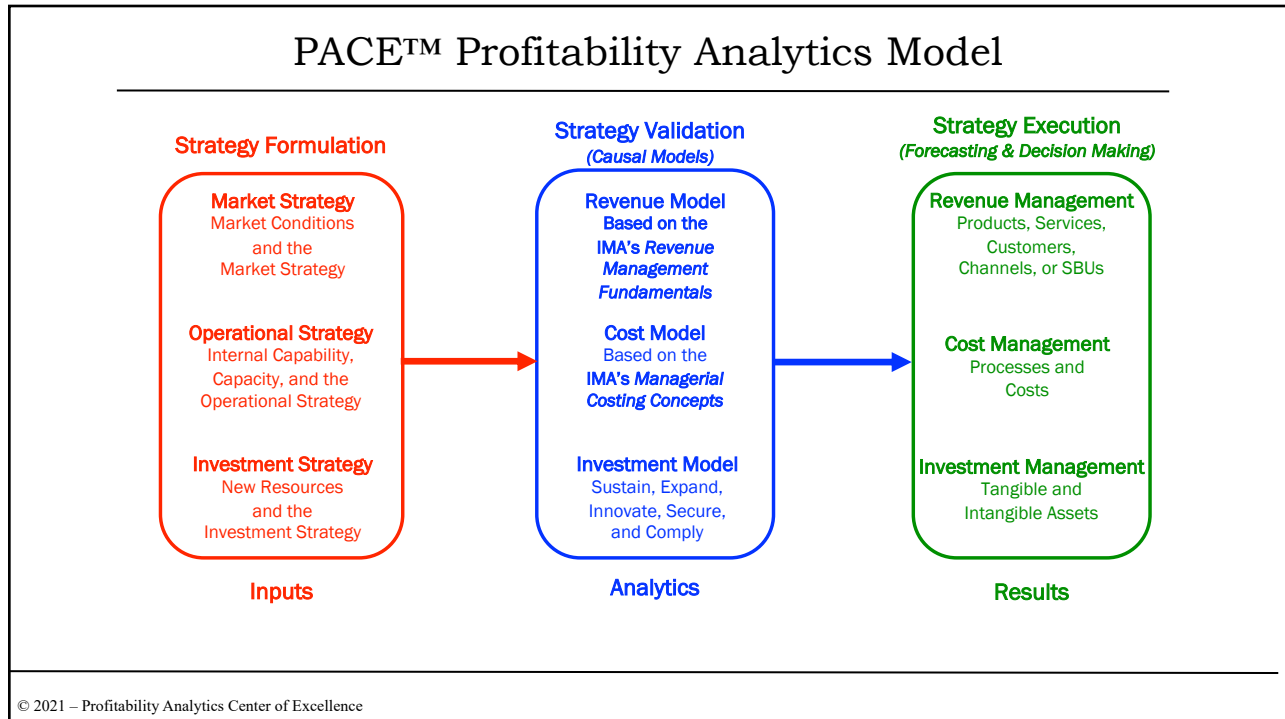
Frederick Ng, Ph.D., is a lecturer in the Department of Accounting and Finance at the University of Auckland Business School. His research focuses on revenue management and the role of accounting to understand customers. He can be reached at f.ng@auckland.ac.nz.

Paul Rouse, Ph.D., CA, is a professor of management accounting at the University of Auckland Business School. Prior to this, Paul worked as an accountant in audit and finance in the United Kingdom and New Zealand. He can be reached at p.rouse@auckland.ac.nz.

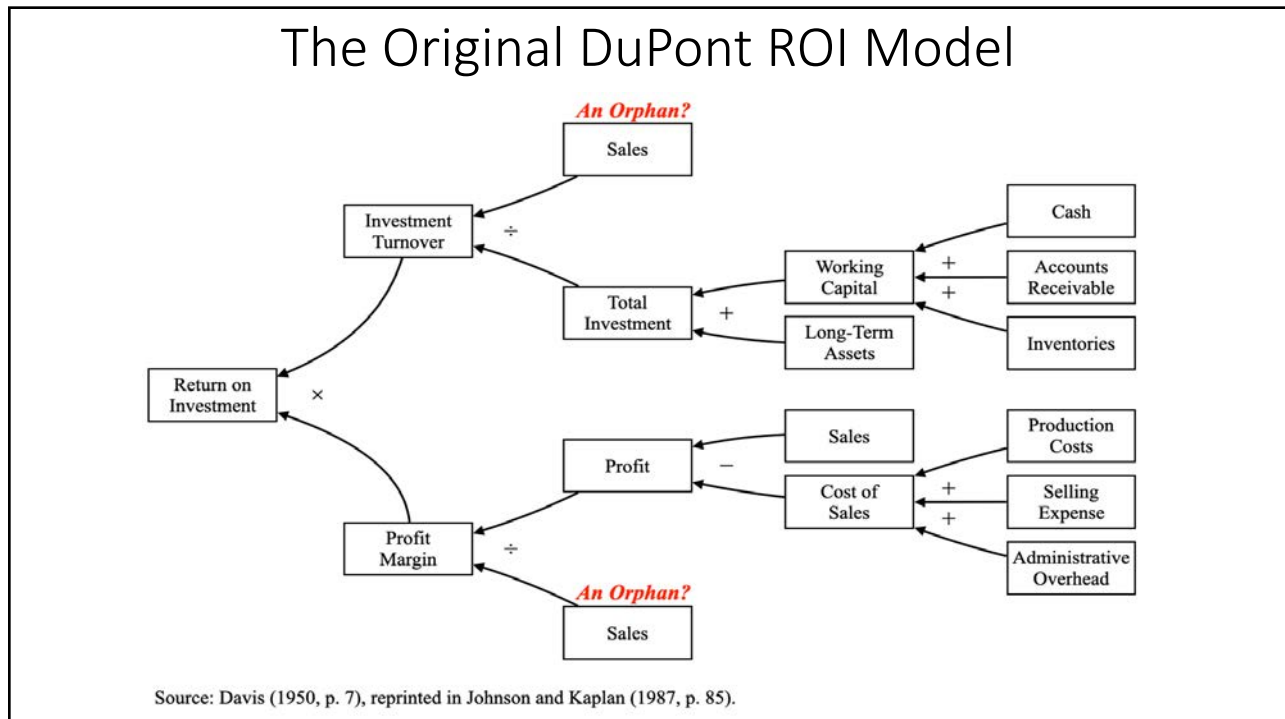
Monte R. Swain, Ph.D., CMA, CPA, CGMA, is the Deloitte Professor of Accountancy at Brigham Young University. He is the recipient of the IMA Brummet Distinguished Award for Management Accounting Educators and previously was CFO at Authorize.Net, a payment processing service for e-commerce. He can be reached at monte@byu.edu.

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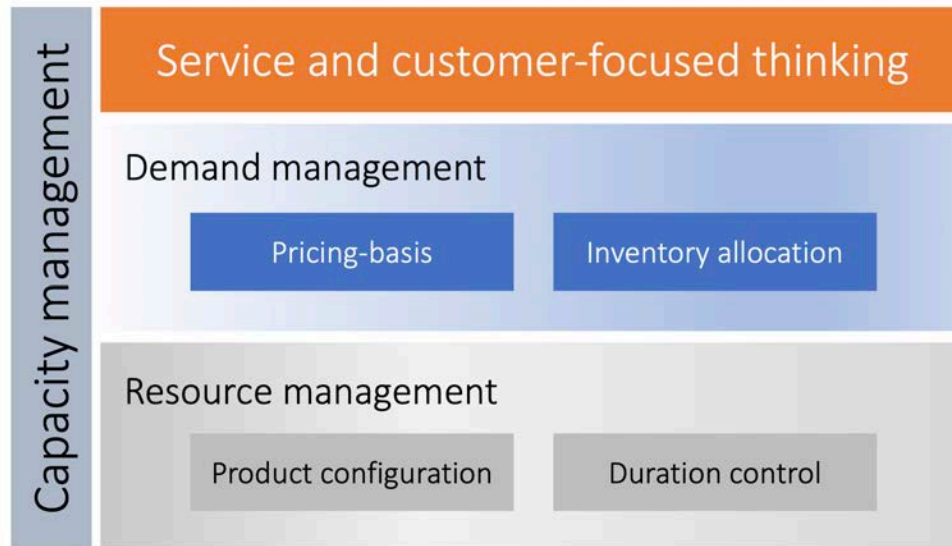


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Revenue Management – Four Levers

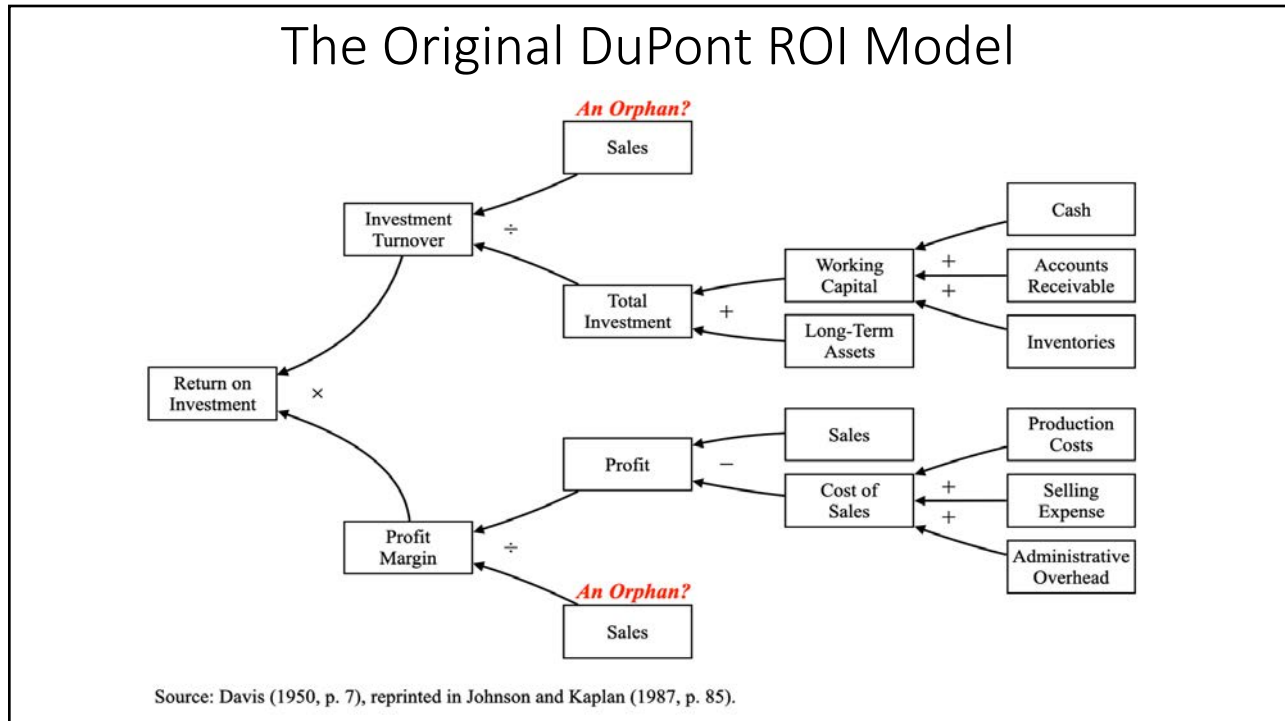


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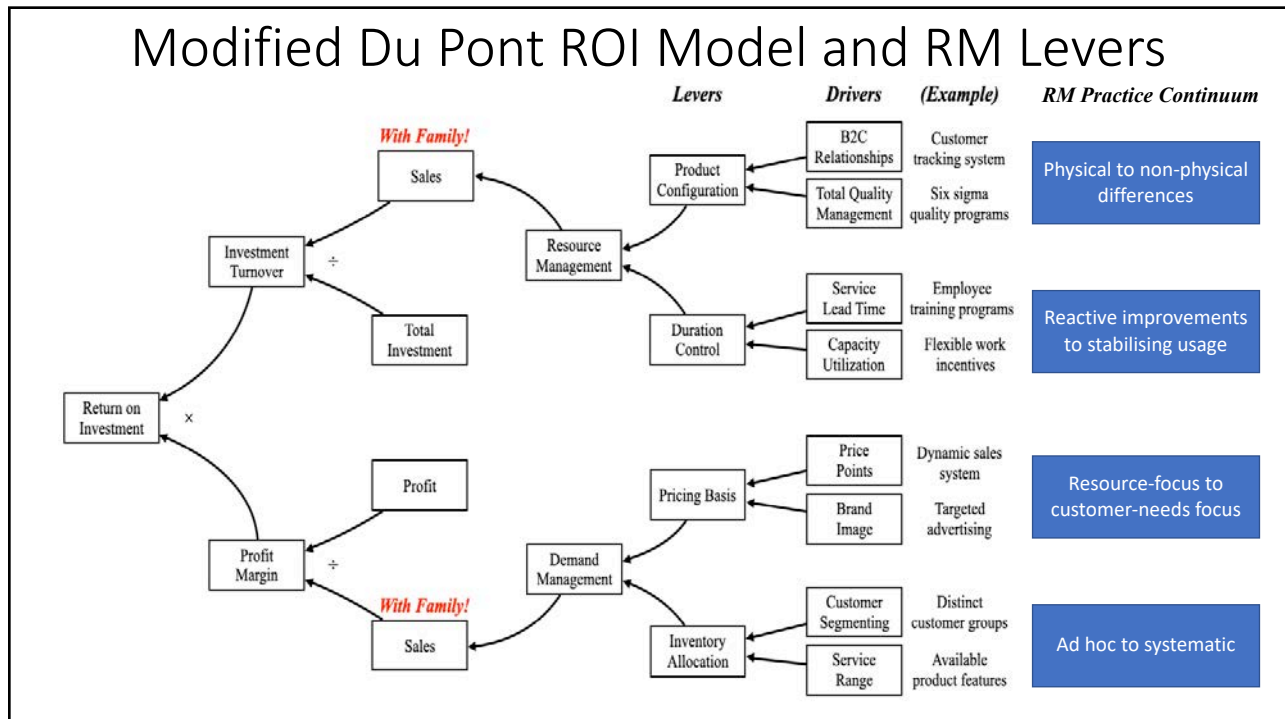
Self-assessment of revenue management practice

Pricing Basis	<ul style="list-style-type: none"> Do you tend to charge the same price for your products or services to all customers? Are your prices mainly based on costs and/or direct responses to competitor price movements?
Inventory Allocation	<ul style="list-style-type: none"> Do you sell your product on a first-come, first-served basis? Do you charge the same price for your product or services during both high- and low-demand periods?
Product Configuration	<ul style="list-style-type: none"> Does your product or service range require a wide variety of different resources to produce? Does your product or service innovation usually involve radically new products?
Duration Control	<ul style="list-style-type: none"> Do you have the same operating procedures during both busy and slow periods? Do you accept variation in customer behaviour as given?

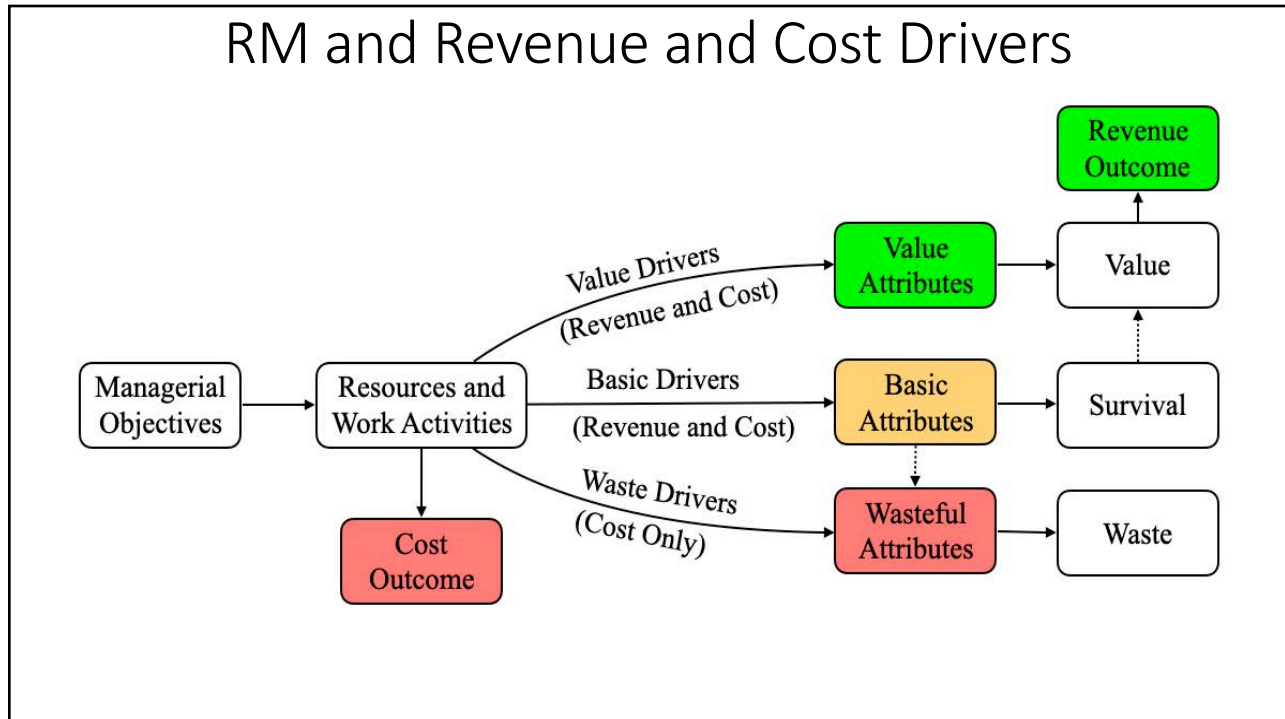
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PACE™ Moving Forward

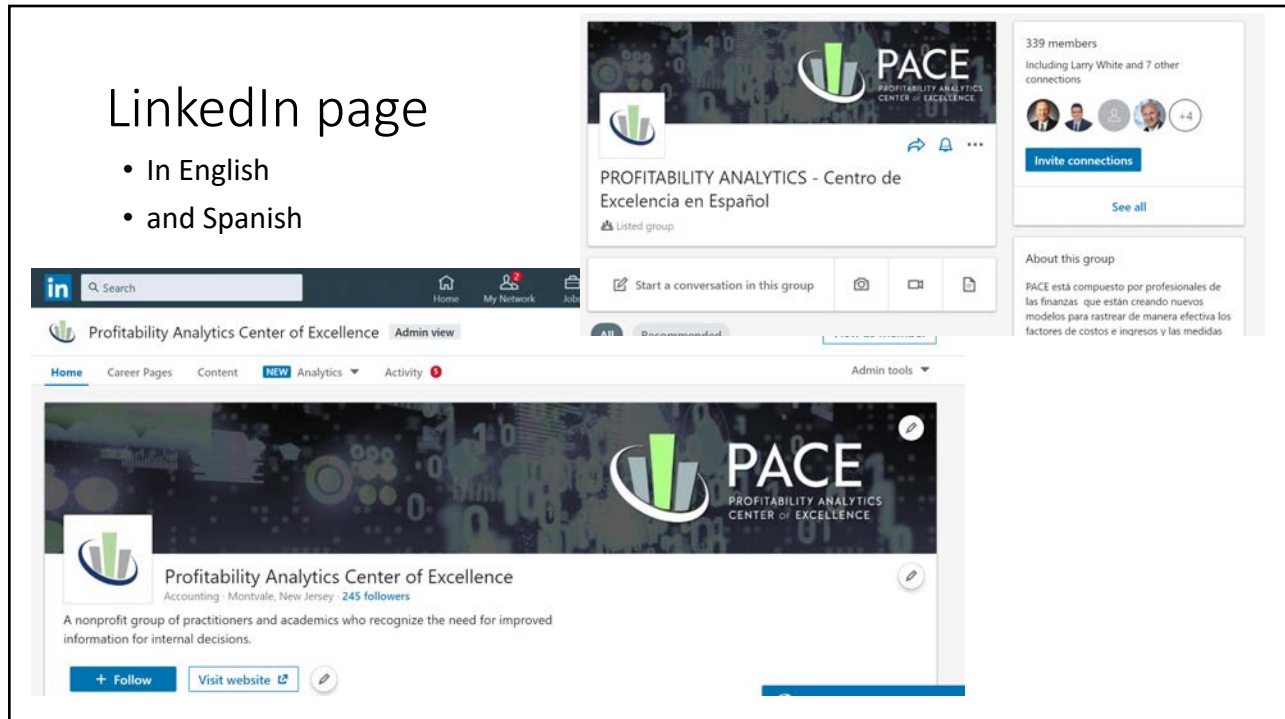
- Profitability Analytics Field Study
 - Partnerships with “User/Customer” Associations
 - Monthly Webinar Series
 - PA Development Groups: (Ideas)
 - Profitability
 - Marketing/Revenue
 - Cost Management and Modeling
 - Investment Management
 - FP&A Improvement
 - Data Analytics
- Email us with ideas and your interest in participating at:
 - profitabilityanalytics@gmail.com

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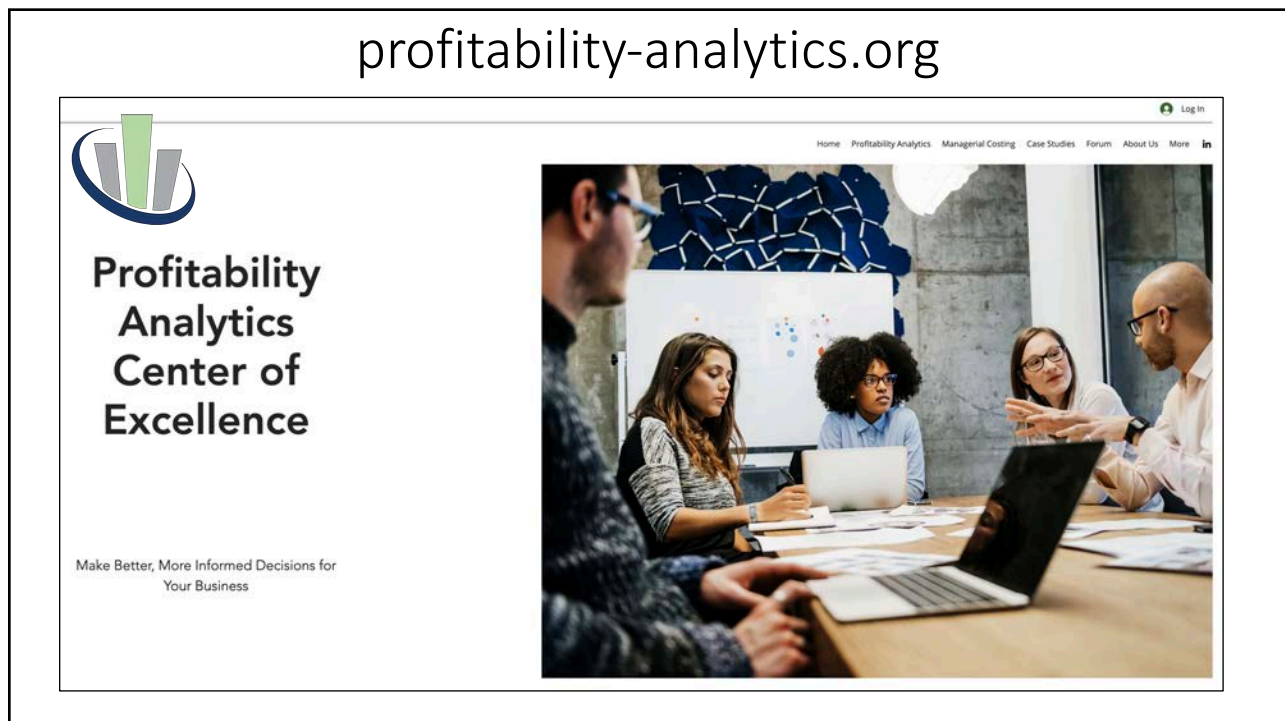
LinkedIn page

- In English
- and Spanish



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Questions?



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