POLESTAR

Improving Pricing Accuracy with Predictive Margin Monitoring

Case Study

Business Impact

4% ↑
improvement in margin accuracy

30% ↓
in last-minute contract revisions

35% ↑
pricing confidence

Problem Statement

A fast-growing enterprise software firm with operations across North America struggled to maintain deal profitability. Deal inputs were scattered across multiple regional spreadsheets, creating version confusion and last-minute contract revisions. Frequent scope changes meant resource allocations and pricing assumptions were outdated by the time deals were finalized. As a result, leadership often discovers negative margin impacts too late, forcing reactive cost-cutting measures post-deal closure.

Solution Overview

- Consolidated all regional deal inputs into a centralized, live database accessible to sales, finance, and delivery.
- Integrated with upstream systems to continuously refresh cost structures and pricing inputs.
- Scenario Planning – Enabled instant modeling of scope adjustments, rate changes, and delivery models to see margin impact in real time.
- Predictive Margin Analytics – Leveraged algorithms to flag potential negative-margin deals early in the approval process.
- Allowed distributed teams to align on a single, validated dataset without redundant spreadsheet versions.
- Maintained full version history, audit logs, and standardized exports to lock approved margins for contracts.
- Delivered leadership views with deal health scores, forecast accuracy, and profitability trends.