

# WORKSHOP 11

**WEDNESDAY**  
**OCTOBER 16**  
9:00am-4:00pm

LEVEL 500 COURSE

B2B AND B2C THEMED

PRESENTED BY:

## BEST PRACTICES IN DIGITAL PRICING MODELS

The business world is changing and the speed of that change is accelerating. Recent developments and innovations in digital technologies and new business models have led pricing teams to innovate their pricing models in kind. Many business-to-consumer (B2C) companies have made the transition to subscription-based pricing or pay-per-use pricing models (media, music, news, etc.). This trend is now entering the business-to-business (B2B) world with traditional business models moving to services and digital solutions requiring subscription-based or usage-based pricing.

This workshop presents four forms of pricing models for products, services, and digital innovations. It focuses on the design of innovation and hybrid pricing models, how to transition from legacy to new pricing models, and how to package them. Finally, the session addresses the need to apply value-based pricing versus cost-based pricing during the transition process between pricing models, as well as best practice for applying value-based pricing to new and innovative pricing models.

Participants will receive a copy of the **Monetizing Data** book published in 2018.



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Chief Value Officer  
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Stephan M. Liozu is Chief Value Officer of the Thales Group and an Adjunct Professor and Research Fellow at the Case Western Research University Weatherhead School of Management. He holds a Ph.D. in Management from Case Western Reserve University (2013), an MS in Innovation Management from Toulouse School of Management (2005), and an MBA in Marketing from Cleveland State University (1991). He is a Certified Pricing Professional (CPP), a Prosci® Certified Change Manager, and a Strategyzer Business Model Innovation Coach. He has authored five books and sits on the Advisory Boards of LeveragePoint Innovation and the Professional Pricing Society.

### ATTENDEES WILL LEARN:

- Best practices in pricing model innovations and the four most commonly-used pricing models
- How to use the Pricing Model Innovation Canvas to frame their pricing innovations and make better pricing decisions
- How to design and package subscription-based pricing based on customer value

Workshop presentations are provided in a print copy workbook only and remain the proprietary property of each workshop speaker.

**MORNING BREAK**

**10:15 am-10:45 am**

**LUNCH**

**12:00 pm-1:00 pm**

**AFTERNOON BREAK**

**2:15 pm-2:45 pm**