

Vendavo Named SIIA Business Technology CODiE Award Finalist for Best Business Intelligence Reporting & Analytics Solution | Vendavo



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By [Vendavo](#)



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Profit Analyzer Earns Prestigious Industry Recognition

MOUNTAIN VIEW, Calif.— April 11, 2016—**Vendavo**, a leading provider of margin and profit optimization solutions, today announced that **Profit Analyzer** was named a finalist for the 2016 SIIA CODiE Awards in the “Best Business Intelligence Reporting & Analytics Solution” category. Finalists represent the information industry’s best products, technologies, and services in the software, content and business technology.

The SIIA CODiE Awards are the premier awards for the software and information industries, and have been recognizing product excellence for over 30 years. The awards offer 91 categories that are organized by industry focus of education technology and business technology. Profit Analyzer was honored as one of 215 finalists across the 62 business technology categories.

“I am amazed by the level of innovation and creativity of the products that have been selected as this year’s CODiE Award finalists. We are happy to recognize them for their great contributions and impact they are making on the software, content and business technology industries,” said Ken Wasch, President of SIIA.

Profit Analyzer is the easiest and fastest way to improve pricing and margin performance, helping Global 2000 companies generate millions of dollars to their bottom line. The solution provides businesses with improved visibility into the true profitability of their customers, products, and market segments. These insights can, in turn, become actionable strategies that target the root causes of margin leakage and drive revenue and margin improvement. Profit Analyzer harnesses innovative algorithms to analyze large volumes of data on low margin factors, allowing the pricing team to focus their attention on where profit opportunities can be found.

“I was very impressed,” said one of the SIIA CODiE Awards judges about Profit Analyzer. “This is an excellent product applicable to many industries with

Analyzer. This is an excellent product applicable to many industries with benefits that are readily apparent and tangible.” Another judge added, “The product appears very robust, flexible and easy to use. It has a very impressive interface with a variety of ways to manipulate, analyze and view tremendous amounts of data in order to make important decisions that will directly affect a product’s gross margin and profitability.”

“We are incredibly honored to be selected as a finalist for such a prestigious and well-respected award,” said Bala Tiru, vice president of Product Management, Vendavo. “Profit Analyzer has been the cornerstone in our ability to drive more than \$2.5 billion annually to our customers’ bottom line. SIIA is an organization that strives to recognize excellence across the business and technology markets and their recognition of Profit Analyzer is testament to Vendavo’s ongoing dedication to transforming the way businesses analyze, manage and execute towards their corporate profitability goals.”

The SIIA CODiE Awards are the industry’s only peer-reviewed awards program. The first round review of all nominees is conducted by software and business technology executives with considerable industry expertise, including members of the industry, analysts, media, bloggers, bankers and investors. The judges are responsible for selecting the CODiE Awards finalists. SIIA members then vote on the finalist products and the scores from both rounds are tabulated to select the winners. Winners will be announced during a [virtual award ceremony](#) on May 18.

Details about each finalist are listed at <http://www.sii.net/codie/Finalists>

About the SIIA CODiE™ Awards

The **SIIA CODiE Awards** is the only peer-reviewed program to showcase business and education technology’s finest products and services. Since 1986, thousands of products, services and solutions have been recognized for achieving excellence. For more information, visit sii.net/CODiE.

Analytics , business intelligence , CODiE Awards , pricing , Profit Analyzer , SIIA



Vendavo

Vendavo powers the shift to digital business for the world's most demanding B2B companies, unlocking value, growing margin and accelerating revenue. With the Vendavo Commercial Excellence platform, companies develop dynamic customer insights and optimal pricing strategies that maximize margin, boost sales effectiveness and improve customer experience. With an annual margin improvement totaling more than \$2.5 billion across companies in chemicals, distribution, high-tech and manufacturing, Vendavo delivers cutting-edge analytics and deep industry expertise that help companies stay one step ahead. Vendavo is headquartered in Denver, CO and has offices around the globe.