

ROLE PROFILE

Position Title: Senior Analyst Pricing Solutions	Reporting to: Senior Manager Commercial Bids
Business Unit: Business	
Division: Business Solutions	Department: Commercial & Project Management

A. ROLE AND CONTEXT

<p>Purpose: This role plays a key role in developing, analysing, and managing the pricing strategies for Ooredoo's business solutions and commercial bids. This role is responsible for analysing market trends, customer requirements, and competitive pricing, and for developing pricing models that ensure profitability while remaining competitive in the market. The Analyst collaborates closely with the commercial bids team, solution architects, and sales teams to provide accurate and competitive pricing for complex solutions offered to Ooredoo's enterprise customers. The role involves performing detailed cost analysis, ensuring alignment between solution costs and revenue targets, and working with internal stakeholders to ensure that proposed pricing reflects both the customer's business needs and Ooredoo's financial objectives.</p>	<p>Functional Context: Ooredoo's Business BU is a critical part of the company's first line customer facing activities for all Business Accounts and has a significant role to play in long term business value creation through product design, achievement of sales revenue, profit and customer satisfaction, as defined in the annual business plans. The Commercial and Project Management department is an integral part of the Business Solutions Division. Its mandate is to enhance commercial focus and ownership during the proposal management process, ensuring that OQ can compete for more deals and improve the conversion rate with favourable conditions. The department oversees the delivery of larger, complex deals (known as Mega Projects) by adhering to rigorous project management practices that encompass the technical, commercial, and operational aspects of the customer-proposed solution. The team is also charged commercial and project/program management frameworks and tools to ensure high-quality outcomes, mitigate risks, and provide progress reports to management. They produce high-quality RFX responses and proposals within deadlines, ensuring OQ's market competitiveness. Additionally, they manage client solution pricing, incorporating OQ products, managed services, bespoke solutions, advisory and consulting, partner offerings, support, and various SLA levels. Achieving these goals involves extensive internal and external collaboration and stakeholder management.</p>
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B. ROLE ACCOUNTABILITIES

- Develop pricing models and strategies for Ooredoo's business solutions, including telecommunications, ICT services, managed services, and connectivity solutions.
- Analyze solution costs, including infrastructure costs, licensing fees, vendor costs, operational expenses, and third-party services, to ensure accurate and competitive pricing.
- Collaborate with sales teams, solution architects, and finance to gather inputs on solution requirements, ensuring pricing strategies align with the customer's needs while maintaining profitability for Ooredoo.
- Ensure pricing proposals reflect the total cost of ownership (TCO) for the customer, including ongoing maintenance, support, and operational expenses.
- Provide pricing support for large-scale commercial bids and tenders, working closely with the Commercial Bids team to develop competitive, winning proposals.
- Prepare and submit financial models and pricing documents as part of the bid response process, ensuring pricing is aligned with Ooredoo's revenue and profit targets.
- Conduct financial risk assessments of proposed solutions, identifying potential cost risks and ensuring they are factored into the pricing strategy.
- Work with procurement teams to negotiate pricing for third-party products and services used in solutions, ensuring the best possible pricing from vendors.

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- Conduct market research and analyze competitive pricing strategies within the telecommunications and ICT sectors, identifying trends and providing insights to support pricing decisions.
- Stay informed about market conditions, including emerging technologies, cost fluctuations, and customer demand, ensuring that Ooredoo's pricing remains competitive in the marketplace.
- Analyze customer feedback and market intelligence to refine pricing strategies and improve Ooredoo's positioning in competitive bids.
- Collaborate with solution architects to ensure pricing strategies are aligned with the technical specifications of the proposed solutions.
- Work closely with the planning team to ensure all pricing proposals align with Ooredoo's approved pricing framework and comply with internal financial policies.
- Provide pricing insights to the sales teams to assist in positioning solutions competitively and ensuring alignment with customer expectations.
- Maintain and update the pricing database, ensuring all pricing models and assumptions are up-to-date, accurate, and reflect the latest market conditions.
- Prepare regular pricing reports about solutions to the planning team, including profitability analyses, pricing trends, and competitive intelligence.
- Ensure pricing strategies and models comply with internal governance and approval processes, and coordinate with planning team to ensure all approvals are obtained before submitting final pricing proposals to customers.

C. SCOPE AND INTERACTIONS

Direct Revenue Responsibility: No Direct Budget Responsibility: No Direct People Management Responsibility: No	Primary Interactions (Internal/External)	
	Internal Relationships: Cross Functional	External Relationships: Business Partners Customers Vendors

D. KEY PERFORMANCE INDICATORS (KPI)

- **Pricing Accuracy:** Accuracy of pricing models and financial forecasts in commercial proposals.
- **Bid Success Rate:** Percentage of commercial bids won where pricing played a significant role in the decision-making process.
- **Profit Margin Attainment:** Achieving or exceeding the targeted profit margins in pricing proposals.
- **Market Competitiveness:** Competitiveness of pricing strategies based on market trends and competitive benchmarking.
- **Turnaround Time for Pricing Proposals:** Timeliness in delivering pricing support for commercial bids.
- **Process adherence:** Percentage of commercial bids that comply with internal pricing processes, approval workflows, and governance frameworks.

E. EXPERIENCE, QUALIFICATIONS AND SKILLS

Minimum Experience, Essential Knowledge & Skills 5 years' experience in a similar role. Experience in solution pricing, financial analysis, or commercial bids within the telecommunications or ICT sector. Proven experience in developing and analyzing pricing models for complex solutions, including telecommunications services, ICT infrastructure, and managed services. Strong analytical skills with the ability to evaluate cost structures, identify risks, and develop competitive pricing strategies.	Minimum Entry Qualifications Bachelor's Degree in Business Administration or Finance or Similar Preferred Certifications / Other Qualifications Certifications in financial analysis, pricing strategy, or telecommunications pricing models are highly desirable.
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Proficiency in using financial modeling tools and spreadsheets (e.g., Microsoft Excel) to analyze pricing data and develop proposals.	
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<u>Technical Competencies</u>	<u>Required Level</u>	<u>Behavioural Competencies</u>	<u>Required Level</u>
PRICING	Expert	Building Customer Value	Basic
FINANCIAL ANALYSIS & TELECOM ECONOMICS	Advanced	Delivering Results & Fostering Collaboration	Basic
MARKET INTELLIGENCE	Advanced	Shaping Strategy	Basic
BID MANAGEMENT	Intermediate	Driving Change	Basic
B2B ICT PRODUCTS KNOWLEDGE	Advanced	Networking and Influencing Collaboratively	Basic
		Leading Teams	Basic
Competency Level (Reference Range)	Basic	Intermediate	Advanced
	Low >----->		>----->High