

◆ PRICEDENTITY

ENTERPRISE AI ARCHITECTURE PAPER

Building the Pricing Organization Intelligence Layer

The reusable pricing intelligence foundation for your enterprise AI platform.

Most organizations are standardizing on enterprise AI platforms — Claude Enterprise, ChatGPT Enterprise, Gemini and Azure AI — for foundation reasoning, security and connectivity. Pricedentity complements this infrastructure by providing the reusable pricing knowledge, governance, business rules and specialized agents required to turn enterprise AI into measurable pricing outcomes.

Built on Agentic Delivery Intelligence (ADI) — our engineering methodology for transforming pricing expertise into governed, reusable AI capabilities rather than isolated AI assistants — Pricedentity establishes the reusable pricing intelligence foundation that organizations need before they can successfully scale pricing AI agents and pricing process automation.

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GOVERNANCE PRINCIPLE

AI recommends. Your rules and your people decide.

Every AI capability operates within the governance framework, approval policies and business rules defined by your organization. Pricing decisions remain transparent, explainable and fully governed.

SECTION 01 · AGENTIC DELIVERY INTELLIGENCE

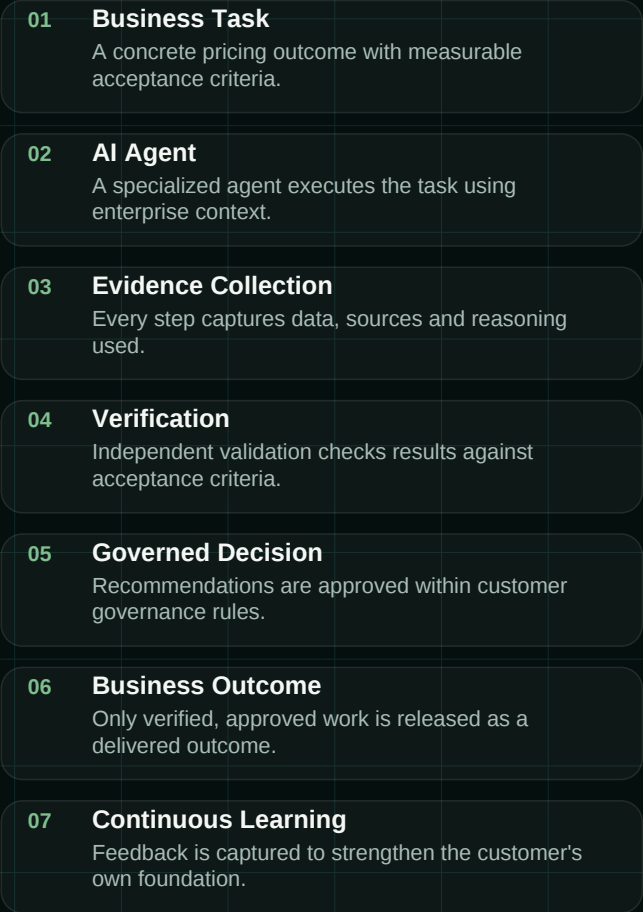
An engineering methodology, not another AI product.

Agentic Delivery Intelligence (ADI) is our engineering methodology for transforming pricing expertise into governed, reusable AI capabilities rather than isolated AI assistants. It replaces the pattern of building one-off AI tools with an architecture in which pricing knowledge, business rules, governance and validation are engineered once and reused across every AI capability.

Foundational Beliefs

- AI agents execute real business work — not just answer questions.
- Every result is validated against predefined acceptance criteria.
- Evidence and traceable reasoning matter more than generated content.
- Verification is continuous, not a one-time review.
- Success is measured in delivered business outcomes.
- AI reasoning is transparent, auditable and governed end-to-end.
- Each cycle strengthens the customer's own pricing intelligence foundation.

DELIVERY FLOW



SECTION 02 · ENTERPRISE AI INTEGRATION

Open by design.

Pricedentity is built to integrate with your enterprise AI architecture through open standards and enterprise interfaces. It does not replace your foundation models, your identity providers or your data platform. It plugs into them.

MCP

MCP Integration

Pricedentity is designed to expose pricing intelligence through the Model Context Protocol (MCP), enabling enterprise AI platforms to access pricing knowledge, governance rules, evidence and pricing workflows through a standardized interface.

API

REST API

A secure REST API enables enterprise applications, workflow orchestration platforms and custom AI agents to access assessments, recommendations, pricing knowledge and governance services programmatically.

EVENTS

Events & Integrations

Assessment results, governance events and workflow triggers integrate into enterprise dashboards, workflow engines and analytics platforms through webhooks and standard integrations.

BOUNDARY

Separation of Responsibilities

Enterprise AI platforms provide reasoning. Pricedentity provides pricing intelligence. Pricedentity owns the pricing knowledge layer while enterprise AI platforms orchestrate reasoning and user interaction.

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SECTION 03 · WHY MOST ENTERPRISE AI PROJECTS NEVER SCALE

Isolated agents can't scale. Reusable intelligence can.

Most enterprise AI pilots succeed as demos and stall as programs. The pattern is familiar: promising isolated agents, followed by fragmented governance, duplicated knowledge and no path to production scale.

APPROACH A

Building isolated AI agents

- ✗ Each use case rebuilds pricing knowledge from scratch.
- ✗ Business rules are hard-coded inside individual prompts.
- ✗ Governance is bolted on per agent, inconsistent by design.
- ✗ Learning is trapped in a single interaction — nothing compounds.
- ✗ Every new model migration means rebuilding the agent.
- ✗ Costs and risks scale linearly with each new use case.

Outcome: a fleet of stalled proofs of concept.

APPROACH B — PRICEDENTITY

Building reusable pricing intelligence first

- ✓ Pricing knowledge is structured once and reused everywhere.
- ✓ Rules and governance are engineered as a shared service.
- ✓ Every agent inherits the same guardrails and approval logic.
- ✓ Learning strengthens your organization's own foundation.
- ✓ AI models can change; the pricing intelligence layer stays.
- ✓ Each new capability is faster and safer to deliver than the last.

Outcome: a foundation that lets pricing AI scale.

Pricedentity establishes what has to exist before pricing AI can scale:

structured pricing knowledge, governance and approval policies, business rules and decision logic, evidence and validation, and reusable agent patterns — the reusable pricing intelligence foundation that lets every future AI capability plug in safely.

SECTION 04 · LAYERED ENTERPRISE ARCHITECTURE

The Pricing Organization Intelligence Layer, on top of your enterprise AI stack.

Enterprise AI provides reasoning. Pricedentity provides reusable pricing intelligence. Your organization owns its pricing knowledge independently of any specific AI model. The same foundation supports Pricedentity applications, enterprise AI agents and future pricing automation.

LAYER 01 · ENTERPRISE AI PLATFORM

Foundation reasoning, security and connectivity

Claude Enterprise

ChatGPT Enterprise

Gemini

Azure AI



LAYER 02 · PRICEDENTITY — PRICING ORGANIZATION INTELLIGENCE LAYER

Reusable pricing knowledge, governance and agent foundation

Pricing Knowledge Base

Structures pricing knowledge, terminology, business context and pricing methodologies into reusable organizational intelligence.

OUTCOME

One reusable pricing knowledge foundation for all AI applications.

Rules & Governance Engine

Defines pricing policies, business rules, approval logic and governance guardrails that every AI agent follows.

OUTCOME

AI recommendations always operate within enterprise pricing governance.

Evidence & Validation

Connects recommendations with supporting data, assumptions and evidence, and provides traceability for every decision.

OUTCOME

Transparent and explainable pricing recommendations.

Agent Framework

Provides reusable templates, orchestration patterns and specialized pricing agent capabilities that leverage the enterprise AI platform.

OUTCOME

Rapid development of specialized pricing AI agents.

Continuous Learning

Captures organizational learning from assessments, decisions and business outcomes to strengthen the pricing intelligence foundation.

OUTCOME

The organization's pricing intelligence continuously improves over time.

**LAYER 03 · PRICING AI APPLICATIONS & AUTOMATION****Outcomes and applications powered by the foundation****OUTCOMES DELIVERED BY PRICEDENTITY**

Pricing Organization Intelligence

ENTERPRISE AI APPLICATIONS

Custom Pricing AI Agents

Enterprise Pricing Copilots

Automated Pricing Processes

Custom Business Applications

Internal Pricing Solutions

HOW PRICEDENTITY FITS INTO YOUR ENTERPRISE AI ARCHITECTURE**Enterprise AI Platform**

Provides foundation models, reasoning, enterprise security and connectivity to business systems.

Pricing Organization Intelligence Layer

Pricedentity provides the reusable pricing intelligence foundation — pricing knowledge, governance, business rules, decision logic and organizational learning — and establishes the foundation for future pricing automation.

Enterprise Ownership

Your organization owns its pricing knowledge independently of any individual AI model. The same foundation is reused across Pricedentity, custom enterprise applications and future AI-powered pricing capabilities.

Continuous Evolution

Every assessment, recommendation and pricing decision strengthens your organization's pricing intelligence foundation. Learning remains isolated within your organization's environment and continuously improves your pricing knowledge, governance and AI capabilities.

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SECTION 05 · ENGINEERING PRINCIPLES

Trustworthy AI by design.

Six engineering principles shape every agent, workflow and interface inside Pricedentity — and every AI capability an organization builds on top of it.

01 Evidence over Assertion

Every recommendation is backed by measurable evidence drawn from enterprise data and stakeholder input.

BUSINESS IMPLICATION

Leaders act on verified signal, not opinion.

02 Verification instead of Self-Evaluation

Agents never grade their own work. A separate validation layer independently checks results against acceptance criteria.

BUSINESS IMPLICATION

Trust is designed into the system, not assumed.

03 Governed by Customer Policy

Every recommendation is filtered through customer-defined rules, approvals and guardrails before it reaches a decision maker.

BUSINESS IMPLICATION

AI recommends. Your rules and your people decide.

04 Specialized Agent Architecture

Different pricing problems are solved by different expert agents rather than a single general-purpose assistant.

BUSINESS IMPLICATION

Depth of expertise at every point in the pricing operating model.

05 Complete Traceability

Every recommendation can be traced back to its data sources, reasoning steps, approvals and validation checks.

BUSINESS IMPLICATION

Auditable AI that satisfies governance, risk and compliance.

06 Business Outcome Measurement

Success is measured by delivered business value — margin, revenue, capability — not by generated content volume.

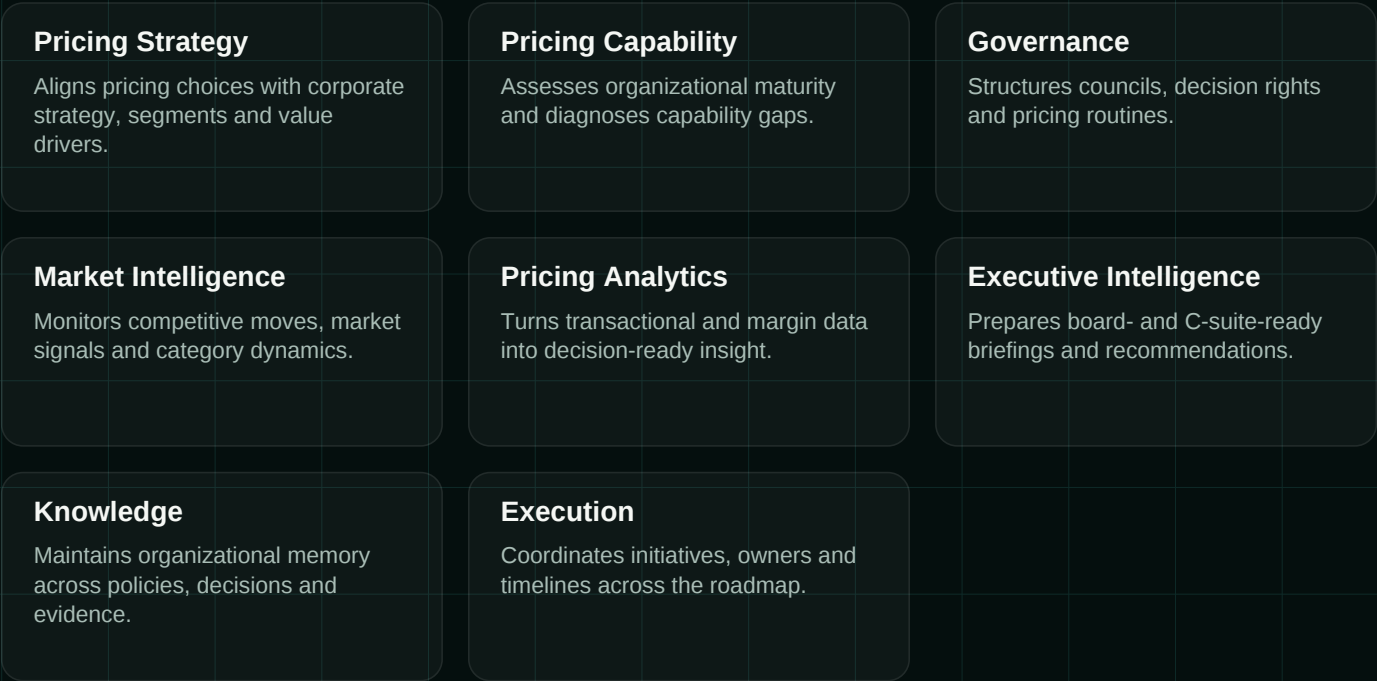
BUSINESS IMPLICATION

AI investment tied directly to enterprise performance.

SECTION 06 · MULTI-AGENT ARCHITECTURE

A network of specialized pricing agents.

One AI cannot become an expert in everything. Pricedentity orchestrates a network of specialized agents, each engineered for a specific pricing problem and each operating within the same reusable knowledge, rules and governance layer.



ARCHITECTURAL PROPERTIES

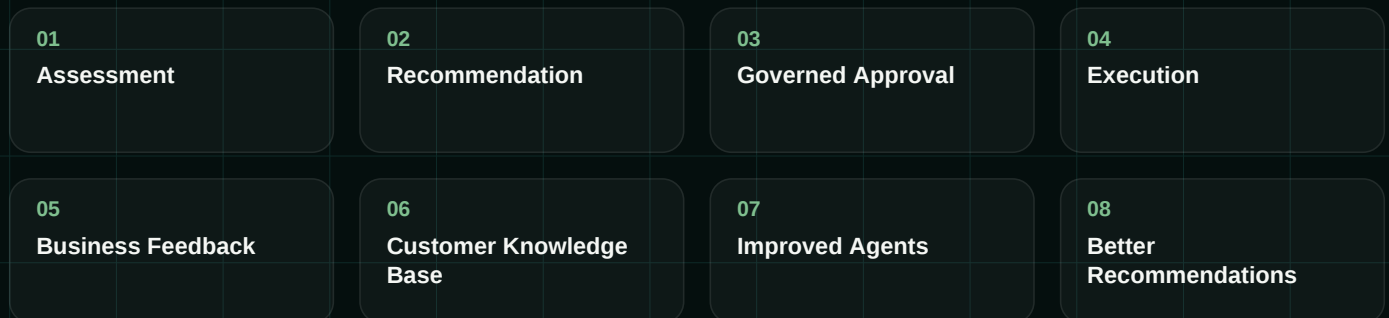
- ◆ **Specialization** — Each agent is engineered for a specific pricing problem.
- ◆ **Shared Foundation** — All agents draw from the same knowledge, rules and governance services.
- ◆ **Collaboration** — Agents exchange context, evidence and intermediate results.
- ◆ **Modular Evolution** — New agents can be added without redesigning the platform.
- ◆ **Customer-Scoped Learning** — Every agent improves your organization's own pricing foundation.

SECTION 07 · CONTINUOUS INTELLIGENCE

Your organization's pricing intelligence, compounding.

Every assessment, recommendation and pricing decision strengthens your organization's own pricing intelligence foundation. Learning remains isolated within your organization's environment and continuously improves your pricing knowledge, governance and AI capabilities. Pricedentity does not train shared models on customer data.

THE LEARNING LOOP (CUSTOMER-SCOPED)



WHY IT COMPOUNDS

- ◆ **Customer-Scoped Memory.**
Decisions, evidence and outcomes accumulate as durable enterprise memory inside your environment.
- ◆ **Structured Knowledge.**
Terminology, policies and methodologies are captured as reusable pricing intelligence.
- ◆ **Governed Feedback.**
Every correction and approval refines the rules that guide future recommendations.
- ◆ **No Cross-Customer Training.**
Your pricing knowledge is never used to train models shared with other organizations.
- ◆ **Model-Independent.**
Foundation models can change; your organization's pricing intelligence stays.

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SECTION 08 · AI ENGINEERING LIFECYCLE

How enterprise AI capabilities evolve.

Every Pricedentity capability moves through the same engineering lifecycle — so new AI capabilities inherit trust, governance and measurable business impact from day one.

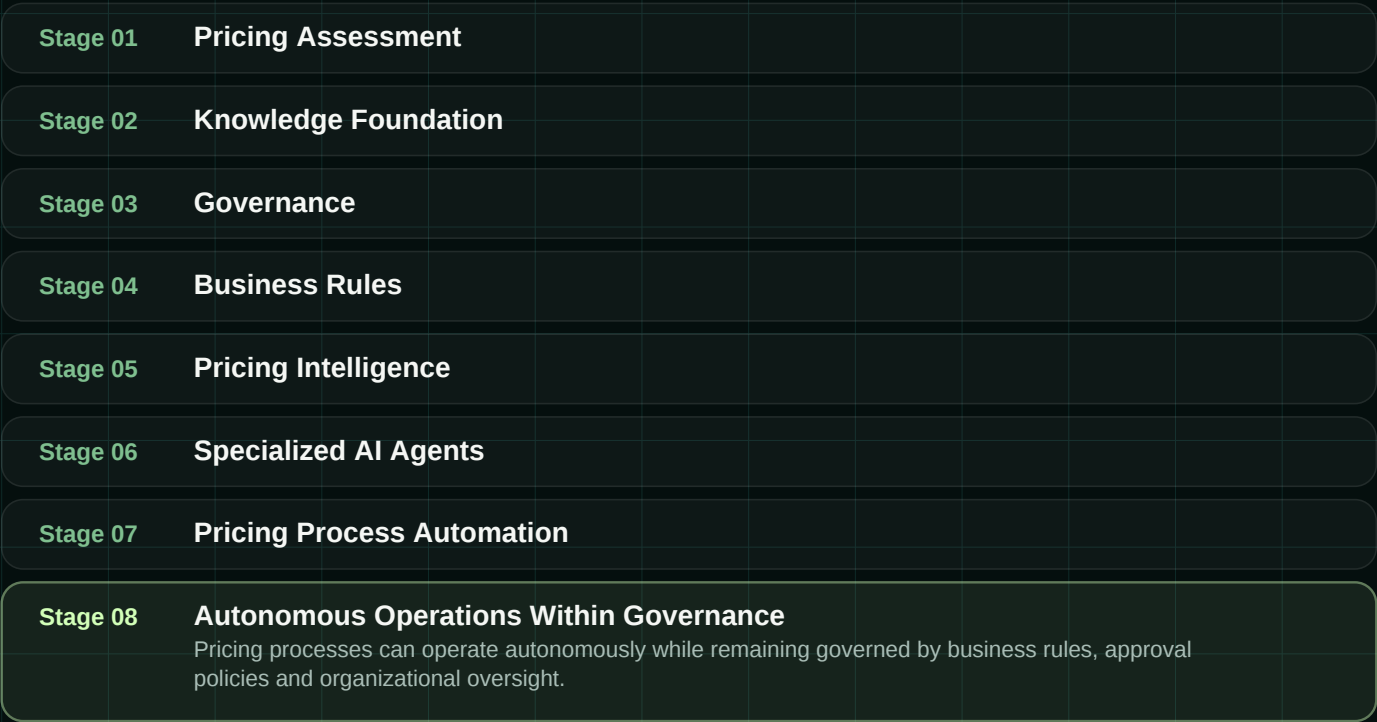
01	Capability Definition Identify the pricing capability and the business outcome it must deliver.
02	Acceptance Criteria Define acceptance criteria, required evidence and validation gates.
03	Agent Development Build specialized agents scoped to the capability and its data context.
04	Governance Wiring Bind the capability to customer rules, approvals and decision rights.
05	Evidence Validation Independent verification confirms outputs meet the acceptance criteria.
06	Business Deployment Roll the capability into live pricing workflows with clear ownership.
07	Outcome Measurement Track realized business impact — margin, revenue, cycle time, capability.
08	Knowledge Capture Preserve evidence, decisions and corrections into enterprise memory.
09	Capability Improvement Feed captured learning back into agents, criteria and workflows.

SECTION 09 · FUTURE OF PRICING OPERATIONS

Toward Autonomous Operations Within Governance.

Pricedentity establishes the reusable pricing intelligence foundation that organizations need before they can successfully scale pricing AI agents and pricing process automation. As the foundation matures, more pricing processes can operate autonomously — always within the customer's governance framework.

MATURITY PATH



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The result

Not a collection of AI tools, but an evolving, governed ecosystem of pricing capabilities that grows with the business — anchored in a reusable pricing intelligence foundation your organization owns.