

Your pricing logic is trapped in a spreadsheet that *one person* maintains. We make it auditable, version-controlled, and instant.

Echelon translates spreadsheet-based pricing into a deterministic rules engine — giving services companies sub-second quoting, full audit trails, and the confidence to change prices without breaking things.

THE PROBLEM

Mid-market services companies price with complex spreadsheets maintained by a single analyst. There's no audit trail, no version control, and no way to safely change rates. When that analyst is out, pricing stops.

0%

of spreadsheet edits are audited

1

person who knows how the pricing works

15 min

avg. quote turnaround via spreadsheet

<1s

avg. quote turnaround via Echelon

HOW IT WORKS

- We ingest your spreadsheet**
Our team translates your pricing logic into a structured, auditable rule set — preserving every formula, table, and edge case.
- Your analyst refines the rules**
Plain-English editing. Accept, reject, or correct each rule. Every change is version-controlled and regression-tested.
- We prove parity**
Side-by-side comparison: your spreadsheet vs. Echelon on real quotes. You see every match and every variance, explained.
- Go live from your CRM**
Sub-second quotes via API, directly inside HubSpot or your existing tools. No new UI for reps to learn.

THE TRUST ARCHITECTURE

AI helps us **build** the rules. It never **executes** them. The engine that prices your quotes is deterministic — the same kind of code that runs payroll. **No AI in the critical path. Ever.**

ECHELON VS. THE SPREADSHEET

	SPREADSHEET	ECHELON
Audit trail	None	Every rule, change, and quote
Key-person risk	Catastrophic	Eliminated
Change safety	Edit and pray	Edit → diff → regress → deploy
Quote speed	Minutes to hours	Sub-second
Margin visibility	Retroactive, maybe	Real-time on every quote
Rate updates	Edit → email → pray	Paste → diff → regress → live

WHO IT'S FOR

Mid-market services companies with complex, spreadsheet-driven pricing — where the pricing logic has outgrown the spreadsheet but hasn't justified a Salesforce CPQ implementation.



VALUE BY ROLE

- VP Sales / CRO** *"Every discount visible. Every approval enforced. Every margin deviation flagged — in real time."*
- Pricing Analyst** *"Update rates in 15 minutes. See a diff, run regression, and you're done. No more edit-and-pray."*
- Sales Rep** *"Instant quotes from my CRM. No invalid configs. No calling the pricing desk."*

MARKET POSITION

We compete with the spreadsheet — not Salesforce, not Oracle. Companies on Salesforce CRM (not CPQ) are complementary. We are the pricing brain; their CRM is the body.

The moat: Human corrections stored separately from AI-generated rules. Corrections survive re-ingestion, accumulate over time, and create switching costs that grow with usage.

ENGAGEMENT MODEL

- Migration:** \$10K–\$20K one-time. Deliverable: a working pricing API with regression-tested rules. Performance-guaranteed: if it doesn't match your spreadsheet within tolerance, you don't pay.
- Platform:** \$2K–\$3K/month. Hosting, rule changes, regression testing, audit trail, and support.