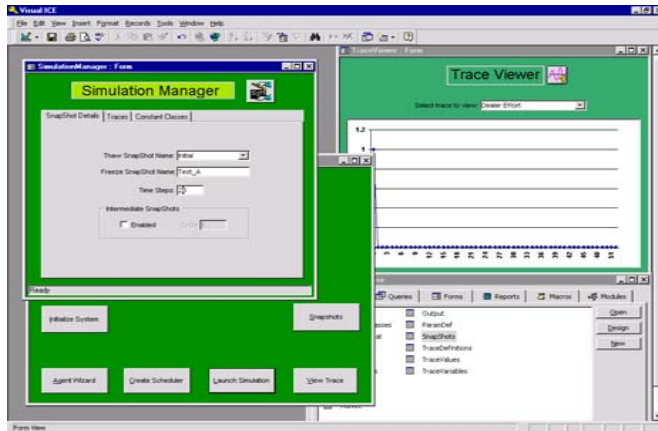


# PwC Consulting

## ABM and Microsimulation Projects



### • Client Need

- John Deere knew they could do a better job with their dealer incentive program, and they wanted try different approaches to see how changes in the program might incentive effectiveness.

### • PwC Solution

- PwC built an agent-based simulation of all John Deere dealerships in the United States, where each dealership was an agent that reacted in various ways to changes in dealer incentive programs, changes in demand, and changes in competitive dealer practices.
- The John Deere dealer incentive model was rapidly constructed using PwC's VisualIcc technology.

### • Benefits to Client

- Executives were able to try different dealer incentive programs and see how varying them might alter their effectiveness and dealer market share. By trying various combinations of incentives they were able to develop a dealer incentive program that was both economical, effective, yet still worked for nearly all their dealers.

