

Transforming Price Increase Request (PIR) Management with Agentic AI

How a leading automotive manufacturer digitized supplier price-increase management, accelerated commercial decisions, and gained real-time visibility across 9 manufacturing plants.

INDUSTRY

Automotive
Manufacturing

BUSINESS FUNCTION

Procurement · Finance ·
Commercial · Costing

BUSINESS PROCESS

Supplier Price Increase
Request (PIR)

Executive Summary

Every supplier price increase directly impacts profitability - but understanding that impact isn't straightforward.

The manufacturer handles roughly 30 Price Increase Requests a year, but each one carries an outsized workload. For every PIR, procurement teams had to manually trace the commercial ripple effect before a pricing decision could be made. The process ran on spreadsheets, email threads, paper sign-offs, and manual SAP look-ups, which made decisions slow, costly, and error-prone.

The workload was heavy enough that four employees were deployed full-time just to pull data from SAP, rebuild the calculations in Excel, and assemble the commercial impact for each request. Even with that dedicated team, some PIRs sat unanswered for months as they moved through manual reviews.

DCM Infotech replaced this with an Agentic AI-powered PIR Automation Platform that digitizes the full lifecycle - from supplier document intake to executive dashboards - enabling intelligent processing, automated impact analysis, and AI-assisted decision-making at every step.

A SINGLE COMPONENT MAY BE

- Used across multiple wire harnesses
- Sold to several OEMs
- Manufactured in different plants
- Purchased in multiple currencies
- Governed by different price masters

~30

PIRs processed
per year

4 FTEs

dedicated full-time to
manual processing

Months

some PIRs went without
a response

9 plants

now visible in real time

The Challenge - Procurement Teams Spent More Time Finding Information Than Making Decisions

Manual document processing

PDFs, emails, spreadsheets, and Price Information Forms arrived in every format and were re-keyed by hand before work could even begin. With around 30 PIRs a year, this manual re-keying alone consumed a significant share of the team's capacity.

Complex commercial analysis

Which plants, harnesses, and OEMs are affected? Will margins hold? Answers came from manual SAP exports and Excel modelling work substantial enough that four people were deployed full-time just to keep up with it.

Approval delays

Every request passed through six stakeholder groups with physical sign-offs, and no one had visibility into where it sat, or for how long. In practice, this meant some PIRs went unanswered for months before a decision was reached.

Limited executive visibility

Which OEM or plant carries the most exposure? Which suppliers drive the most cost? Leadership needed spreadsheets to find out.

The DCM Infotech Solution - An Agentic AI Platform That Reasons Across the PIR Lifecycle

Intelligent data enrichment

Live SAP integration pulls current prices, exchange rates, annual consumption, and margin data - no manual look-ups.

AI-driven commercial decisions

The platform calculates annual impact, margin erosion, and plant-wise exposure, then flags exceptions automatically.

Intelligent workflow orchestration

AI tracks approval aging, current owner, and SLA breaches, so delays surface before they become a problem.

1

Supplier PIF
Received

2

AI Document
Processing

3

SAP
Enrichment

4

AI Decision
Engine

5

Digital
Approvals

6

Executive
Dashboard

Results - From Paper-Driven Approvals to AI-Powered Decision Intelligence

BEFORE

OEM-wise and model-wise impact analysis required days of manual SAP pulls and Excel work, and some PIRs went without a response for months.

AFTER

Teams now get a complete OEM-wise / model-wise impact analysis within a day, and go back to the OEM with their position after doing their own due diligence in under a week.

Operational Excellence

- Eliminated repetitive manual data entry
- Automated supplier document processing
- Reduced spreadsheet dependency
- Standardized approval workflows
- Increased process transparency
- Freed up the equivalent of 4 full-time roles previously tied to manual processing



Faster Commercial Decisions

- Instant commercial impact analysis
- Real-time pricing intelligence
- Automated financial calculations
- Better margin visibility
- Faster approval turnaround
- OEM/model-wise analysis ready within a day, vs. months of delay previously



Improved Executive Visibility

- Live management dashboards
- OEM-wise commercial exposure
- Plant-wise impact analysis
- Commodity-wise trends
- Approval bottleneck identification



Better Governance

- Digital audit trail
- Centralized information repository
- Standardized approval process
- Improved compliance
- Higher data accuracy



Technology Highlights



Agentic AI	Document Processing	SAP Integration	Business Rules Engine	Executive Analytics
Autonomous orchestration and contextual decisions	Automatic extraction from PDFs and emails	Live enrichment from enterprise data	Automated pricing logic and validations	Drill-down dashboards across OEMs and plants

What's Next - Extending Agentic AI Upstream into Market Intelligence

With the PIR lifecycle now digitized end-to-end, the manufacturer's next step is to move from reactive analysis to proactive financial planning. Rather than waiting for a supplier's price increase request to arrive before assessing its impact, the team intends to directly monitor upstream commodity benchmarks including the London Metal Exchange (LME) - as a live input into the platform.

By feeding LME price movements directly into the same AI decision engine that already drives PIR impact analysis, the platform can help the manufacturer anticipate cost pressure on wire harnesses and other metal-dependent components before a formal request is even submitted strengthening financial planning and analysis (FP&A) and giving procurement and finance teams an earlier seat at the table on pricing strategy.

PLANNED ENHANCEMENT

- Direct monitoring of LME and other commodity indices
- Earlier visibility into cost pressure ahead of formal PIRs
- Stronger, forward-looking financial planning & analysis
- Same AI decision engine extended upstream from reactive to predictive

The goal: stop reacting to price increase requests one at a time, and start seeing the cost pressure coming directly from the market data that drives them.