



SOFTWARESILOS

Product-Customer Matrix Prices

PDF Manual

MODULE

productcustomermatrix

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Advanced pricing system with bidirectional product-customer matching, multi-attribute logic, and flexible assignment rules.

Overview

Product-Customer Matrix Prices enables sophisticated pricing scenarios where prices are determined by matching **products** against **customer attributes** through configurable matrices. Unlike simple pricelists, matrices support:

- **Bidirectional matching:** Products → Customer attributes OR Customer attributes → Products
- **Multi-attribute logic:** Combine multiple conditions with AND/OR operators
- **Flexible assignment:** Automatic attribute-based matching PLUS manual customer overrides
- **Priority resolution:** Conflict resolution when multiple matrices match
- **Quantity tiers:** Multiple price breakpoints per matrix
- **Time-based validity:** Dual date systems for matrix-level and customer-specific scheduling

Quick Start

1. **Install extension:** `composer require mageb2b/pricesystem-productcustomermatrix:*`
2. **Configure settings:** Stores > Configuration > Pricesystem > Product-Customer Matrix
3. **Create matrix:** Catalog > Product-Customer Matrices > Add New
4. **Set matching rules:** Define customer attributes (group, company, region, etc.)
5. **Add products:** Select products and set prices with quantity tiers
6. **Assign customers:** Automatic (via attributes) or manual assignment
7. **Activate matrix:** Set `is_active` = Yes

Key Features

Matrix Pricing System

Create pricing matrices that match products to customers based on flexible rules. Each matrix acts as a container with:

- Product selection (specific SKUs or attribute-based)
- Customer matching rules (group, company, location attributes)
- Priority for conflict resolution
- Date range validity
- Quantity-based pricing tiers

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Multi-Attribute Matching

Combine multiple customer attributes with AND/OR logic for precise targeting:

- Customer Group + Region + Company (AND logic)

- Multiple Groups (OR logic within attribute)
- Complex scenarios: (Group A OR Group B) AND (Region X) AND (Company Y)
- Supports: group, company, tax/VAT, postcode, region, country

[Learn more →](#)

Priority-Based Resolution

When customers match multiple matrices, priority system determines which pricing applies:

- Priority field: 0-999 (higher wins)
- Merge option: Best price across all matrices OR highest priority only
- Clear hierarchy: Standard < Promotional < VIP < Contract
- Date-based priority shifts for campaigns

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Common Use Cases

1. Contract Pricing

Scenario: ACME Corp negotiated specific pricing for 50 products, valid through 2025.

Setup:

- Matrix: "Contract - ACME Corp 2025"
- Company match: "ACME"
- Priority: 35 (contract level)
- Dates: 2025-01-01 to 2025-12-31
- Products: 50 contracted SKUs with negotiated prices

Result: All ACME employees get contract pricing automatically.

2. Regional Wholesale

Scenario: California wholesale customers get special pricing on California-specific products.

Setup:

- Matrix: "CA Wholesale 2025"
- Customer Group: Wholesale (ID 2)
- Region: "California"
- Country: "US"
- Products: California-themed product category
- Priority: 20

Result: Only wholesale customers in California see these prices.

3. VIP Customer Program

Scenario: Top customers (VIP group) get 15% discount on all products, plus extra discounts on selected products.

Setup:

- Matrix 1: "VIP Base Pricing" (Priority 30) - All products, 15% off
- Matrix 2: "VIP Extra Savings" (Priority 32) - Selected products, 25% off
- Customer Group: VIP (ID 4)
- Merge: Yes (best price wins)

Result: VIP customers get 15% off everything, 25% off selected items.

4. Seasonal Campaign with Exclusions

Scenario: Summer sale for all customers except wholesale (they have better pricing already).

Setup:

- Matrix: "Summer Sale 2025"
- Attributes: NOT Group = Wholesale (using exclusion logic)
- Dates: 2025-06-01 to 2025-08-31
- Priority: 22 (promotional)
- Products: Summer collection

Result: Retail customers get sale pricing, wholesale keeps standard (better) pricing.

5. Multi-Company B2B Pricing

Scenario: 5 partner companies each have different pricing for shared product catalog.

Setup:

- Matrix 1: "Partner - Company A" (Company = "A Corp", Priority 30)
- Matrix 2: "Partner - Company B" (Company = "B Corp", Priority 30)
- Matrix 3: "Partner - Company C" (Company = "C Corp", Priority 30)
- Same products, different prices per matrix
- Individual customer assignments for employees

Result: Each company's employees see their negotiated pricing automatically.

6. Quantity-Based Wholesale Tiers

Scenario: Wholesale customers get better pricing at higher quantities, retail customers don't.

Setup:

- Matrix: "Wholesale Bulk Discounts"
- Customer Group: Wholesale
- Products: All products with qty tiers:
 - Qty 1-9: \$100
 - Qty 10-49: \$95
 - Qty 50-99: \$90
 - Qty 100+: \$85

Result: Wholesale customers see graduated pricing; retail sees standard pricing.

Architecture

Database Tables

pricesystem_product_customer_matrix: Main matrix container with priority, dates, and matching configuration.

pricesystem_product_customer_matrix_attribute: Customer attribute matching rules with AND/OR logic support.

pricesystem_product_customer_matrix_customer: Manual customer assignments with optional date overrides.

pricesystem_product_customer_matrix_product: Product-price mappings with quantity tiers (inherited from pricesystem_pricelist_product).

Price Resolution Order

1. **Collect matching matrices:** Evaluate customer attributes against all active matrices
2. **Check date validity:** Matrix dates + customer-specific date overrides
3. **Apply priority:** Sort by priority (highest first)
4. **Merge or select:** Based on `merge_matrix_qtys` configuration
5. **Quantity matching:** Find best price for cart quantity
6. **Return price:** Final price for customer + product + quantity

Configuration

System Settings

Path: Stores > Configuration > Pricesystem > Product-Customer Matrix

Key Settings:

Enable Auto-Assign Customers:

- Evaluates customer attributes automatically on login
- Required for attribute-based matching
- Default: Yes

Match Exact Type:

- Loose: Partial string matching (e.g., "ACME" matches "ACME Corp")
- Exact: Strict equality (case-sensitive)
- Default: Loose

Merge Matrix Quantities:

- No: Use highest priority matrix only
- Yes: Combine qty tiers from all matching matrices, best price wins
- Default: No

Enable Matrix Validation:

- Prevents duplicate priorities
- Enforces attribute rule logic
- Default: Yes

Integration with Pricesystem

Product-Customer Matrix extends Magento 2 Pricesystem Core and integrates with:

- **Base Pricesystem:** Inherits core pricing architecture
- **Pricelists:** Matrices and pricelists can coexist (priority determines winner)
- **Category Prices:** Category-level pricing can combine with matrix pricing
- **Customer-Specific Prices:** Direct customer prices have highest precedence

Price Resolution Order (full system):

1. Shopping cart price rules (if enabled)
2. Customer-specific prices
3. Product-Customer Matrices (this extension)
4. Pricelists
5. Category prices
6. Catalog price

Performance Considerations

- **Indexing:** Matrices are evaluated on customer login and profile updates
- **Caching:** Matrix assignments cached per customer session
- **Scalability:** System handles thousands of matrices and millions of products
- **Optimization:** Use specific attributes (group + country) rather than company matching for large customer bases

Getting Started

Ready to create your first matrix?

1. [Installation Guide](#) - Install and configure the extension
2. [Creating Matrices](#) - Step-by-step matrix creation guide
3. [Price Selection](#) - How Pricesystem selects the final price when multiple price types match
4. [My Prices](#) - Customer account price overview + CSV download

Add-Ons

Extend functionality with these add-ons:

- **SOAP / REST API Add-On** - CRUD WebAPI endpoints
- **CSV Import/Export Add-On** - Bulk import/export via CSV
- **Advanced Config Add-On** - Price selection overrides, custom sort order, formula pricing
- **Sample Data** - Demo entities and example prices

Feature Documentation

- [Matrix Pricing System](#) - Core matrix architecture and workflow
- [Multi-Attribute Matching](#) - Customer attribute logic with AND/OR operators
- [Priority Resolution](#) - Conflict resolution and merge strategies