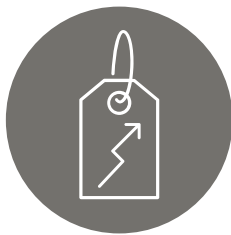




PRICING LIFECYCLE

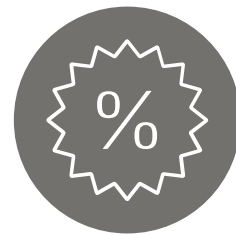
Make your business more competitive



PRICING



PROMOTIONS



MARKDOWNS

Leading edge proven solution that molds to your business model, regardless the current pricing process and sophistication of the existing software.

Conjugating Price, based on rules, with optimization, based on scientific methods, Pricing Lifecycle enables all retailers to develop pricing policies at their own pace. Through this solution, start creating evolutionary roadmaps, making your business prosper and become more competitive and attractive.

How does Pricing Lifecycle help Retailers?

The retailer universe uses very simple pricing rules based on fixed Gross Margins. Until trading begins and sales come through, it is not possible to say that the initial price used is the most correct. Through Pricing Lifecycle solution, we manage to help you protecting the price margin and brand integrity without destroying price perception.

PRICING

- Merge data, pricing strategies and optimisation tactics to get to the right price, in every channel, every day;
- Explain, in your own language, the price recommendation;
- Responds strategically to competitors' price changes;
- Allows for simulation measuring the impacts on sales, margin and price image of all your decisions prior to execution;
- Assures price consistency across the entire company;
- Improves revenue and gross margin from 2-6%.

PROMOTIONS

- Plan, forecast and measure strategic promotions, maximizing your marketing and promotional investments;
- Easily create and manage promotions across the different parts of the organization;
- Simulate side-to-side offers to forecast the best outcome and negotiate better deals with suppliers;
- Tracking and reporting, getting answer on change or increase duration;
- Improves revenue and gross margin from 2-10%.

MARKDOWNS

- Profitably clear inventory and achieve sell-through goals within a cross company approval workflow;
- Recommends the right discount for the right product, in the right channel items, at the right time, that meet inventory and profit goals;
- Allows for the simulation of alternative markdowns/clearance scenarios;
- Integrates with promotions creating a full company promotional plan;
- Measures ongoing effectiveness and adapt to trends on-the-fly, moving offers from one price step, to another;
- ROI at the first markdown, ensuring year-over-year business benefits.

