Revionics®
Dynamic Pricing

Intra-day Competitive Responsiveness

Revionics® Dynamic Pricing brings the speed and responsiveness of dynamic pricing while avoiding margin loss through rampart competitive matching. With intra-day pricing, quick price re-evaluations, automated approval workflows, and exception management, retailers can be assured they are presenting the most optimal price throughout the day.

Staying Competitive & Saving You Time

Retail has undergone dramatic changes. New channels have opened up. Competitors are now both local and global. Customers are shopping at all hours. Items can be found at multiple retailers being sold at wildly varying prices. With all of these changes, pricing has changed too. Pricing decisions still need to be accurate but now they also need to be fast.

The best retailers have figured out how to consume all the new information that these changes have brought and leverage to make the right price decisions. They change prices only when necessary and only to beat relevant competitors.

Their strategy is to make smart, impactful decisions not reactionary ones. Regardless if prices are changing daily or hourly, winning retailers are executing quickly and soundly.

The Highlights
For those with limited time

- Respond Intelligently to Competition in Real Time

- Change Prices Quickly Throughout the Day

- Make the Right Adjustments, Only When Needed

- Retain Competitive Edge, While Maintaining Financial and Strategic Targets

- Flag and Prioritized Exceptions, While Letting Acceptable Results Process

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Revionics® Dynamic Pricing

Making Better Decisions, Quicker

DON'T WASTE YOUR TIME ON THE WRONG COMPETITORS

If everyone is your competitor and all your items are competitive, then a single price change in one of your categories can destroy your profitability. Competitors come in all sizes and forms. Some are true challengers while others are ineffectual and nothing more than paper tigers. Revionics® Dynamic Pricing makes a distinction between the two and makes recommendations accordingly.

BEING SMART DOESN'T MEAN BEING SLOW

Making the right decision is tough. Making the right decision quickly is even tougher. Revionics® Dynamic Pricing consumes competitive data, analyzes, and then determines the best pricing action; all of this in mere seconds. As quickly as new information becomes available it can deliver new pricing.

DON'T RACE TO THE BOTTOM

Just because a true competitor changes prices doesn't mean you have to as well. Gain an edge on your competition by only responding to changes when they have a measurable impact on consumer demand. Even if the price changes affect demand they may fall outside your defined thresholds. In those cases, the solution allows you to re-optimize the targeted subset of items or zones.

DO WHAT IS NEEDED, NOT WHAT IS COMFORTABLE

Price changes are an inevitable part of retail. Sometimes you have to take cuts that are deeper than you want to in order to accomplish your goals. Revionics® Dynamic Pricing is aware of your financial and strategic goals. It makes pricing recommendations based on those factors, not what is comfortable.

YOU KNOW YOUR BUSINESS, WE HELP YOU EXECUTE

Revionics® Dynamic Pricing can execute price changes that are within your parameters automatically. For those that are not, the solution has robust exception reporting allowing you to accept or reject the changes.

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