

Revionics® Price Optimization

Merge Data, Strategy, Rules and Science to Arrive at the Right Price



Revionics® Price Optimization blends strategy, business rules, science, and data to recommend optimal prices and forecast the effect on consumer demand. With this solution retailers gain visibility to shopper price sensitivity, competitive price positions, cost changes, seasonality, and other relevant data points that influence profitability, competitiveness, and demand across all channels.

Quite the Balancing Act You Got There

There is more information available today than at any other point in history. However, collecting data for the sake of collecting data is a fool's errand. In order to maximize revenue and profit retailers must effectively apply strategy, rules and science. Every product, category, channel, and store must be analyzed and understood individually and holistically.

Retailers task different items with executing different strategies; some items drive traffic, others drive revenue or margin, yet others are asked to protect turf.



Knowing how product demand is influenced by price changes and reacting appropriately while considering strategic objectives is key to achieving financial goals. The best retailers do just that. They use all relevant information and combine it with pricing science to beat their competition.

The Highlights For those with limited time

- Flexible Application Across Categories, Locations, Channels and Key Items
- Price According to how Shopper's React
- Transparent Results Drive Confidence and Adoption
- Competitive, Market and Weather Data Integration
- Aligns Business Strategies with Price Recommendations
- Prioritizes Price Recommendations to Provide the Greatest Value
- Prevent the Competitive Race to Bottom, with Patented Science
- Detailed Forecast of Price Impact Promotional Awareness

Revionics® Price Optimization

All the Bells and Whistles

DECIDE WHAT WORKS BEST FOR YOU

Revionics® Price Optimization is flexible. Instead of rigid rules and strategies it leverages your knowledge by allowing you to customize their application on categories, locations, channels, and items.

INSIGHT INTO WHAT WILL DRIVE YOUR RESULTS

Knowing where you are headed is as, if not more, important than knowing where you have been. Detailed forecasts give you unprecedented insight into how your pricing will affect your results.

DELIVERING RESULTS, TOGETHER

A solution can only deliver results when it is used. Revionics® Price Optimization drives use through transparency. When recommendations are made, Revionics® Price Optimization gives users visibility into what rules or strategy affected them. As users accept and implement recommendation the solution adjust and learns. Together the user and the solution drive higher revenue and profit.

MAKE YOUR CATEGORIES WORK FOR YOU

You know that different categories and items influence your business in variety of ways. The question is how do you leverage their roles to deliver higher revenue and margin. Balancing their unique roles while pursuing your financial goals is a delicate and difficult task. Revionics® Price Optimization combines your deep understanding of your business with world-class multi-factored science to ensure the best price recommendations.

POWER UP, REACH NEXT LEVEL COMPETITIVENESS

New competitors are popping up every day. Old competitors are watching you and reacting. Before too long the market is crowded and the noise is overwhelming. You need to cut through the noise and focus on the competitors that matter. Revionics® Price Optimization weighs the impact that a competitor's price changes will have on your demand and then makes strategic recommendations.

STOP RACING TO THE BOTTOM

Retail has always been about driving revenue and profit while satisfying customers. Often, your customers are willing to pay more on certain products because they want to buy from you. It is critical for you to know which products those are and which ones those aren't. In order to maximize revenue and profit you need to understand the demand of each individual item. Revionics® Price Optimization figures this out for your products. It then makes recommendations that are optimized to achieve your strategic goals.

YOU'VE ALREADY CHANGED THE PRICE, YOU DON'T HAVE TO DO IT AGAIN

You know what your customers want and you always try to give it to them. You create exiting offers and promotions. Revionics® Price Optimization is aware of your efforts and considers your promotions when making price recommendations.

1-4%

Sales Improvements

2-5%

Gross Margins

REVIONICS®

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