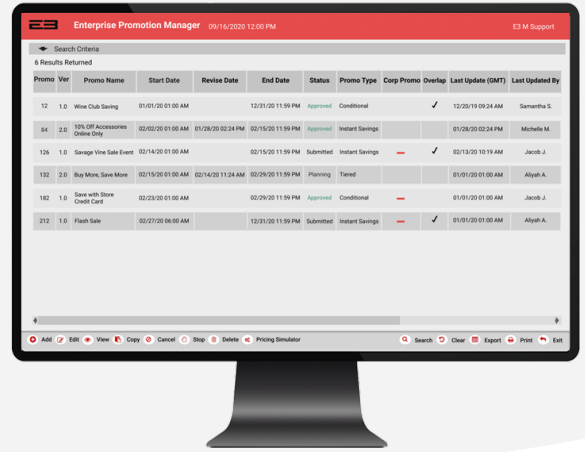


Pricing & Promotion Management

Unified pricing and promotions across all customer touchpoints



Easily create and manage Pricing & Promotions while increasing margin and enhancing your bottom line.



Increase Profits

Increase revenue and margin by simulating future promotions, and monitoring alerts and notifications, to proactively find setup errors or conflicts.



Boost Sales

Drive traffic and increase basket size with new targeted and complex types of promotions that can run concurrently with, or without, stacking discounts.



Reduce Labor

Increase the efficiency of the pricing department and reduce the need for human intervention with tools that simplify and speed up pricing processes.

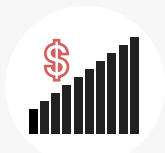


Improve Satisfaction

Customer's experience is improved as they view consistent, unified pricing across all touchpoints throughout the entire product lifecycle.

Client Testimonial

Our client, a customer electronics retailer, quickly realized substantial benefits with our Pricing and Promotion Management solution, calling it their "saving grace".



\$6M

Annual Revenue Increase



50%

Productivity Increase

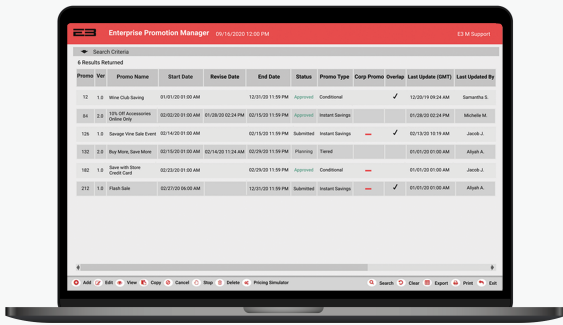


80%

Error Reduction

Components of our Pricing and Promotions Solution

Promotions Management



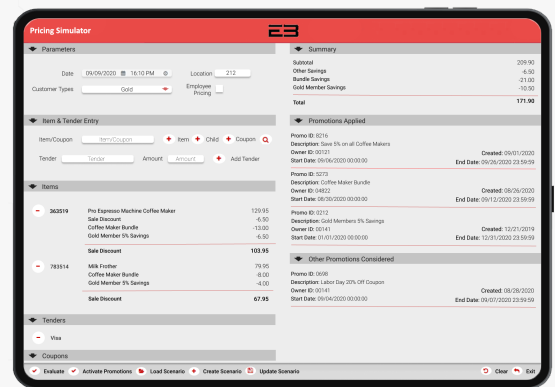
Merchants or pricing teams easily create and manage pricing and promotions in this business application for all customer touchpoints.

- Real Time Pricing Across All Customer Touchpoints
- Manage Simple To Complex Promotions
- Protect Margins and Reduce Errors
- Manage Promotional Messaging

Pricing Simulator

A critical business tool to simulate a transaction right at the users desktop, without processing a real transaction. Simulate prior, current or future price or promotional discounts.

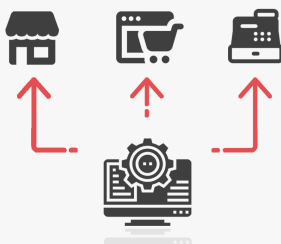
- Simulate possible combinations of complex basket scenarios
- Ensure price changes are set up correctly
- Identify unintended overlapping promotions
- Real Time updates



Pricing Publisher & Engine

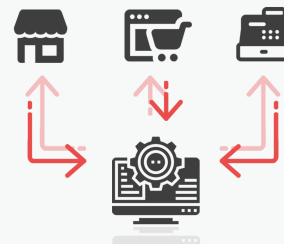
Pricing Publisher and Pricing Engine are backend systems that pull in data, calculate, and send back prices ensuring accurate prices are being presented and charged to customers.

Pricing Publisher



The Pricing Publisher sends pricing to various applications and services, ensuring prices are always accurately displayed across all customer touchpoints.

Pricing Engine



The Pricing Engine is sent items to price by a processing application, such as POS. The Pricing Engine then runs a series of complex logic and instantaneously returns the items pricing details with discount(s) applied