



Revionics® Price Optimization

● Base Price Planning, Modeling, and Review

Retail Performance Transformation with Life Cycle Pricing

Price with confidence, leveraging analytics-based pricing solutions from Revionics.

Today's retailer faces a number of challenges, including rising costs, increased consumer sensitivity to price, and pressure on margins. Retailers now have a clear advantage over their competition if they leverage demand-driven pricing for their products. Adoption of the Revionics® Life Cycle Pricing solution helps achieve retailer success with the following benefits:

- **Usable Science** – Integrates and balances retailer's business rules, strategies and operational policies into the optimization model.
- **Transparency** – Insight as to "why" the price is recommended.
- **Speed** – Optimization results at the point of decision for merchants.
- **Real time what-if simulation** – Compare performance of different strategies and pricing to make informed, fact-based choices.
- **Intuitive, User Friendly** – Leads to adoption, which is the key for retail speed-to-value.

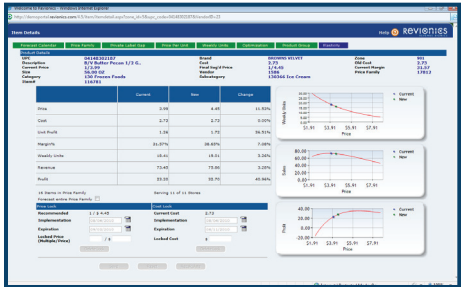
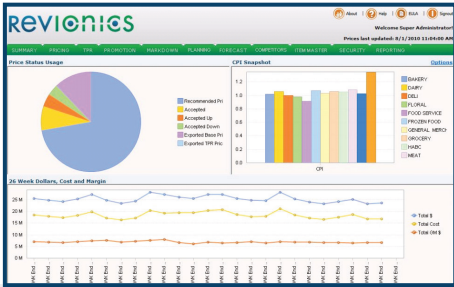
Predicting customer behavior, empowering retailers to achieve their financial objectives, improving customer loyalty, and making better, fact-based decisions

Revionics retailers see:

Return on Investment
Within 2 Months

Profit Improvements
1-4%

Gross Margin Gains
2-4%



Merchandising Executive Solutions - Revionics delivers retail executives a centralized view and the controls to implement their price strategy and see how related decisions impact performance. Create and review price strategies and related forecasts for future periods, monitor the pricing team's activities and related results, or simply monitor performance metrics within Revionics turn-key, actionable Insight Reports.

Category Management Solutions - The ultimate toolset is provided for category planning, building and sharing future price strategy scenarios, and monitoring current category performance. Model and tune strategies with control over future cost and assortment, while understanding the impact of consumer demand, seasonality, and competitive activity.

Pricing Analyst Solutions - Be confident the most impactful price recommendations are deployed for each pricing cycle with Revionics' price review. Instantly see the impact of changing the number of prices accepted, or dive into optimized Temporary Price Reductions. Understand the "why" behind the recommendations while leveraging "what-if" scenarios with on-demand optimization.

Schedule a consultation today.

More Information
Phone: 866-580-7277 x1
info@revionics.com



Join industry leading retailers representing over 20,000 retail locations who trust Revionics to optimize their over \$50 billion in annual sales revenue.



Price Optimization

Visit our website to attend a webinar, download white papers or case studies, and view customer testimonials today! www.revionics.com

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The Optimal Price

Blending pricing science, business rules, and retailer price strategy is at the heart of Revionics proprietary optimization science.

For each retail pricing cycle, Revionics evaluates opportunities for Retailers to achieve their price strategy objectives by evaluating and blending the results of:

- **Pricing Science** - Including price elasticity, seasonality, trends, cannibalization, and affinity.
- **Business Rules** - Incorporation of margin targets, competitive posture, private label relationships, ending numbers, price change limits, and more.
- **Pricing Strategies** - Configure to any level of store or product hierarchy, leverage predefined strategies, or customize and drive your price image.

Key Solution Features

With the most price optimization installations in the retail industry, Revionics has assembled best-in-class features for our base pricing solution:

- Scenario Planning
- Forecasting and execution of current and future scenarios
- On-demand “what-if” simulation
- Preconfigured and customizable price strategies
- Competitive positioning
- Price image alignment
- Price Family management
- Key Value Item management
- Good-Better-Best automation
- TPR optimization and management
- Actionable reporting and insight

Retailers in **Grocery, Convenience, Specialty, General Merchandise, Health and Beauty, Deep Discount, Home and Garden, Building Supplies** and **Grocery Wholesale** rely on Revionics!

Understanding the impact of moving pricing levers differentiates Revionics

“The big benefit with the Revionics tool was it really helped us understand why we were getting to certain pricing decisions. That makes a big difference for adoption. Revionics allows us to have a dialog with our planners and our buyers and really take pricing to a more strategic level than tactical. That visibility, being able to understand the impact as you move one lever, is the Holy Grail of a pricing solution. Every day price optimization, including scenario planning, is something Revionics does better than anybody in the industry.”

Scott Zucker
 Vice President Information Technology



Revionics® Analytic Services mine the gold in your data! Store Cluster Analysis, Key Value Item Analysis, Market Basket Analysis, Affinity Analysis, and Customer Segmentation Analysis are available as stand-alone services or coupled with Revionics’ solutions.