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Delivering
Intelligent Business Solutions
To **World Class** Retailers

ibs **PRICING**

Pricing
Fact Sheet

OVERVIEW

Pricing is the most visible element in driving customers to stores or websites. The challenge for any retailer is making optimal pricing decisions quickly and managing the execution of those price changes on a consistent and timely basis. This can only be achieved by putting in place effective pricing strategies and efficient systems that execute those strategies based on retailer's organization, market position and financial objectives.

Simply having an efficient pricing strategy or an optimized price is not good enough for retailers who need to update prices daily based on competitive market behavior and changing category strategies. Retailers need to seamlessly transform category-pricing strategies into prices at the POS, evaluate the impact of those price changes and quickly adjust tactics based on impacts on the category or store.

Key considerations when selecting a pricing system include the system's flexibility to support changes in pricing strategies, the extent to which competitor management is fully integrated into the analysis, and the ability to manage price conflicts before price changes are pushed out to the stores. In addition, retailers need a solution that supports the entire pricing process, from corporate to the stores, and one that ensures timely execution of price changes to maximize sales and profits.

For over 20 years, Soft Solutions has been working to provide retailers of all sizes its pricing system, ibs **PRICING**, which incorporates all the necessary Price Management functionalities required to manage the entire pricing process including Price Optimization. ibs **PRICING** is modular and allows the retailer to implement the application based on their current and future business needs.

Delivered with a master file based on our comprehensive data model, ibs **REFERENTIAL**, and supported by our powerful and integrated workflow management capability, ibs **PRICING** enables retailers to leverage a Retail Lifecycle Price Management framework that includes industry best practices. ibs **PRICING**, offered by Soft Solutions has been implemented by proven in Tier 1 retailers such as **Carrefour, Auchan, Metro, Mosmart, Intermarche, O'key and Canadian Tire**. The solution can be deployed to manage a wide range of retail formats including grocery, mass merchandising, department stores, do-it-yourself and specialty retailing.

Pricing Rules Engine

Price Optimization

Margin and Price
Image Improvement

Competitor Price
Check Tracking

Price Execution

Retail Lifecycle Price
Management

KEY FEATURES

ibs **PRICING** is a flexible and fully configurable platform that allows for timely adaptation of pricing strategies in response to competition and evolving consumer trends. The solution encompasses the following modules and functionalities:

ibs **PRICING - Portfolio**

- Manage rules for users based on user roles and location
- Manage multiple price lists for various store clusters
- Manage data consolidation parameters

ibs **PRICING - Competitor Management**

- Manage full competitive shopping process
- Create and maintain product shopping lists
- Integrate competitive data via an interactive shopping calendar
- Manage competitive data validation

ibs **PRICING - Price Management**

- Set pricing objectives and monitors compliance
- Manage item attributes for pricing
- Manage unlimited store zones down to category specific zones
- Manage library of rules, alignment and prioritization based on strategy
- Allow for what-if simulations and review of forecasted demand impact on hierarchy
- Provide various reports for review and approval

ibs **PRICING - Price Optimization**

- Allow for the setting of pricing objectives and definition of constraints
- Run price optimization based on rule constraints and pricing objectives
- Execute what-if price optimization and calculate forecasted demand impact on hierarchy
- Fully integrated with the entire pricing process

ibs **PRICING - Price Execution and Export**

- Manage full price validation cycle
- Detect and resolve price conflicts (regular/promotional prices, time between 2 price changes)
- Set priorities for price exports to stores based on POS or store limitations (maximum number of price changer per day)

BENEFITS

Grow market share and maintain price image by:

- Incorporating category strategies and roles explicitly into pricing decisions by consumer decision tree and category, for example
- Tailoring pricing strategies to specific market and competitive conditions, by zone and product family
- Managing price image based on purchase patterns by consumer segment through market-basket analysis
- Making decisions at the level in the organization that is most appropriate – head office, regions, divisions, stores, or a combination

Improve profitability and ROI by:

- Exploiting intelligent product segmentation of products based on pricing attributes and elasticity
- Prioritizing objectives using a mature, proven rules engine with automated controls
- Simulating of the profit impact of alternative strategies based on item costing information by item/store net of supplier trade funds
- Making better decisions through timely and accurate reporting at any level of the organization
- Leveraging global best practices in the areas of organization, strategy, policy, process, data, tools and performance metrics

Increase speed of execution and productivity by:

- Providing complete integration with syndicated data providers of competitive and market data (e.g., QRS, IRIS, AC Nielsen)
- Supporting multiple levels of process automation to ensure rules and strategies surrounding competitive price changes or manufacturer cost changes are considered
- Reducing time and support staff required for data validation, re-keying of information and other non-value added activities
- Executing same day price changes and ad adjustments, or scheduling future changes as part of the price update cycle
- Together with ibs **PROMOTIONS**, providing an integrated solution to manage retail prices, thereby reducing IT and store operations costs and complexity.

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