

Retail & eCommerce

**SPARK Matrix™ : Intelligent
Retail Pricing & Promotions
Optimization, 2024**

October 2024

Avinash Singh

Sujan T Mathew

TABLE OF CONTENTS

Executive Overview 1

Market Dynamics and Overview 2

Competitive Landscape and Analysis. 7

Key Competitive Factors and Technology Differentiator 13

SPARK Matrix™: Strategic Performance Assessment and Ranking 17

Vendors Profile..... 21

Research Methodologies. 93

Executive Overview

This research report includes a detailed analysis of global Intelligent Retail Pricing & Promotions Optimization (IRP&PO) market dynamics vendor landscape, and competitive positioning analysis. The study provides competition analysis and ranking of the leading Intelligent Retail Pricing & Promotion Optimization (IRP&PO) vendors in the form of SPARK Matrix. This research provides strategic information for technology vendors to understand better the market supporting their growth strategies and for users to evaluate different vendors' capabilities, competitive differentiation, and market position.

Market Dynamics and Overview

QKS Group defines Intelligent Retail Pricing and Promotions Optimization (IRP&PO) as “solutions which help retailers optimize prices across the product lifecycle, plan effective promotions, and formulate optimal markdown strategies. The solution utilizes advanced analytics to increase sell-through, maximize sales, and improve margins. The solution also helps retailers manage prices with ease and monitor the pricing performance. It equips retailers with a granular analysis of their consumers and the market by leveraging insightful data to recommend real-time prices across all channels and enable them to make informed pricing decisions.” The IRP&PO solution incorporates a variety of internal and external parameters, such as demand, cost, seasonality, weather, trends, competition, events, inventory, and location, to deliver accurate market-aligned prices using AI/ML. It empowers retailers to sustain constantly changing market conditions and meet their strategic business objectives.

Retail pricing strategies have evolved significantly over the past decades, driven by shifts in consumer behavior, technology advancements, and economic conditions. Traditionally, retailers relied on manual methods, like spreadsheets or basic point-of-sale (POS) systems, to manage pricing, promotions, and markdowns. Early pricing strategies were often reactive, designed to clear inventory or boost short-term sales, without sophisticated forecasting or analytics. Promotions and markdowns were generally broad-based, without targeting specific customer segments, often leading to suboptimal outcomes like reduced margins and excess inventory.

The rise of e-commerce in the early 2000s introduced a new layer of complexity. Online marketplaces, such as Amazon, increased pricing transparency and competition, making it essential for retailers to adopt more agile pricing mechanisms. During this period, many retailers began using rule-based pricing engines that allowed for automated adjustments based on competitors' prices and predefined criteria.

In recent years, advanced technologies like artificial intelligence (AI) and machine learning (ML) have fundamentally changed how retailers approach pricing, promotions, and markdowns. AI-powered tools can process large datasets in real-time, optimize prices dynamically, and create personalized promotions for specific customer segments. These tools have enabled retailers to shift from reactive markdown strategies to proactive, predictive models, which focus on maximizing profitability and customer satisfaction.

The retail industry is undergoing significant changes due to the rise of

omnichannel retailing, where customers engage with brands through multiple touchpoints—online, in-store, and mobile. To maintain competitiveness, retailers are turning to AI-powered pricing solutions that synchronize prices across platforms, balance dynamic pricing with personalized promotions, and ensure a seamless customer experience. These AI-driven systems can process real-time data such as demand signals, competitors' prices, and consumer behavior, enabling more accurate price optimization. By considering factors like price elasticity and demand forecasting, these models help retailers dynamically adjust prices, increasing profit margins while also enhancing customer engagement.

Modern retail pricing strategies have also become highly localized, allowing retailers to adapt prices and promotions based on specific geographic and demographic factors. For instance, fashion retailers can implement markdowns aligned with local weather patterns, thus avoiding over-discounting. AI-driven tools optimize the timing and depth of markdowns based on product demand and inventory levels, reducing markdown losses by 5-10%. Similarly, AI-based promotion optimization analyzes customer preferences and market trends, ensuring that promotions boost sales without eroding profit margins. These advancements enhance both profitability and customer satisfaction in today's complex retail environment.

The future of intelligent pricing, promotions, and markdown optimization in retail will be shaped by several emerging trends. First, the adoption of AI and machine learning (ML) will become more prevalent, allowing retailers to predict future demand, personalize offers, and quickly adjust to market shifts. These technologies will extend beyond pricing, influencing inventory management and supply chain efficiency. By improving demand forecasting, AI can help retailers avoid overstock situations and reduce markdown needs. Additionally, dynamic pricing, once primarily used in e-commerce, will expand to physical stores. With data from IoT sensors and mobile devices, retailers will adjust in-store prices based on real-time factors like customer foot traffic and inventory levels.

Furthermore, unified pricing strategies will be critical for retailers looking to provide consistent customer experiences across online and offline channels. As omnichannel retailing becomes the norm, retailers will synchronize pricing, promotions, and discounts across platforms to ensure consistency. Sustainability and ethical pricing will also gain importance as consumers increasingly prioritize environmentally conscious brands. This shift will drive retailers to reduce markdowns that lead to waste and offer promotions for sustainable products. Lastly, collaborative AI platforms will enable retailers and suppliers to jointly optimize pricing and promotional strategies, reducing inefficiencies and maximizing profitability.

Intelligent retail pricing & promotion optimization solutions are continuously evolving to adapt to the changing preferences of customers and keep up with the rapid innovation in technologies. The retail pricing solution market is progressing towards providing personalized price recommendations to retailers for driving customer traffic. The solutions leverage customer demographic data, loyalty data, basket data, and customer segmentation to recommend personalized promotions to retailers. The retail pricing solution vendors are incorporating advanced AI/ML to improve the efficiency of business processes.

The vendors are upgrading their solutions with recent AI/ML technological enhancements, such as generative AI for data enrichment to obtain better competitive insights. Additionally, more vendors are focusing on improving retailer and supplier collaboration to plan and manage effective promotions and make optimal usage of trade funds for optimizing promotion efficiency across channels. The growing competition due to customers switching towards online channels for shopping necessitates retailers to adopt dynamic pricing and more real-time data integration. Retailers are required to focus more on closely monitoring markets to obtain a holistic view of the competitive landscape and set competitive prices for their products.

The following are the key capabilities of intelligent retail pricing & promotion optimization solutions:

- **Data Acquisition and Management:** The IRP&PO solution helps businesses ingest third-party data from multiple sources, such as enterprise resource planning (ERP), customer relationship management (CRM), point-of-sale (POS), and eCommerce solutions through secure file transfer protocol (SFTP) or API integration. The IRP&PO solution integrates data from various solutions to provide a single source of truth for pricing and promotional data. The solution helps retailers manage structured and unstructured data and provides robust data cleansing capabilities to ensure a high level of data quality. Its high-quality data is useful for downstream purposes, such as analytics and decision-making. Additionally, it enriches data with external information for delivering actionable insights to the users.
- **Price Management & Optimization:** Price Management and Optimization is a critical capability in the Intelligent Retail Pricing, Promotions, and Markdown Optimization market, focusing on

establishing effective pricing strategies while meeting customer expectations. This capability involves the use of advanced analytics and AI algorithms to set competitive prices, dynamically adjust them in response to market conditions, and optimize promotional offers based on real-time data insights. Retailers leverage price optimization tools to analyze historical sales data, assess price elasticity, and gauge competitor pricing strategies, allowing them to make informed pricing decisions that maximize margins without sacrificing sales volume. Moreover, effective price management helps retailers synchronize their pricing across multiple channels—online and offline—ensuring a consistent customer experience. As the market continues to evolve, retailers are increasingly adopting sophisticated price management solutions that enable continuous testing and learning, thus refining their strategies to adapt to changing consumer behaviors and economic conditions.

- **Promotion Planning & Optimization:** The IRP&PO solution offers promotion planning and optimization capability that helps retailers plan, manage, and execute promotions. The capability provides a centralized planning space for retailers to plan promotions and create customer-centric promotions based on sales data, consumer behavior, locations, and business objectives. The capability uses advanced analytics to provide optimal promotion recommendations and helps retailers forecast promotions. It considers various factors, such as product cannibalization, halo & cross-category effects, inventory constraints, competition, seasonality, and store location, to plan promotions. It supports what-if scenarios, allowing users to review the impact of various promotional scenarios on key KPIs. Furthermore, it assists retailers in implementing channel-specific promotion strategies using the obtained insights, recommendations, and plans. It also helps retailers measure the effectiveness of promotions across channels, evaluate their performance, and eliminate underperforming promotions.
- **Markdown Pricing & Optimization:** it is a vital capability within the Intelligent Retail Pricing, Promotions, and Markdown Optimization landscape, aimed at managing and optimizing markdown strategies to enhance profitability while minimizing losses. This process involves analyzing sales data, inventory levels, and customer behavior to determine the optimal timing and depth of markdowns on products. Retailers employ advanced analytics and AI-driven tools to predict how different markdown strategies will impact sales and profit margins, allowing for more strategic decisions that align with market demand and customer preferences. By using data-driven insights, retailers can reduce the risk of excessive markdowns that can dilute

brand value while still effectively clearing inventory and driving sales. Furthermore, effective markdown optimization helps retailers respond to seasonal trends and changing consumer behaviors, ensuring that pricing strategies remain agile and responsive in a dynamic market environment.

- **Analytics, Dashboards, & Reporting:** The IRP&PO solution uses a wide range of analytics to deliver real-time actionable insights and recommendations to retailers, helping them track their business performance at a granular level. The IRP&PO solution leverages advanced analytics to understand customer purchase behavior & patterns and predict consumer demand across various channels. The solution provides real-time visibility to retailers for analyzing the performance of campaigns, events, and promotion activities. With user-friendly customizable dashboards, the solution helps retailers analyze the pricing performance over time, visualize pricing models, manage price exceptions, and plan promotions and markdowns in real-time. It also allows retailers to track changes in prices and update & manage them in real-time across all connected systems. Managing data in real-time helps retailers to obtain valuable insights and make informed business decisions.

Competitive Landscape and Analysis

QKS Group conducted an in-depth analysis of major Intelligent Retail Pricing & Promotion Optimization (IRP&PO) vendors by evaluating their products, market presence, and value proposition. The evaluation is based on primary research using expert interviews, analysis of use cases, and QKS's internal analysis of the overall Intelligent Retail Pricing & Promotion Optimization (IRP&PO) market. This study includes an analysis of key vendors, including antuit.ai, Blue Yonder, Centric Software, Competera, Daisy Intelligence, DemandTec by Acoustic, Engage3, First Insight, Impact Analytics, Intelligence Node, Logility, Oracle Retail, Periscope by McKinsey, RELEX Solutions, Retalon, Revionics, SAP, Solvoyo, SymphonyAI, ToolsGroup, and Yieldigo.

Companies, namely, Centric Software, Competera, DemandTec by Acoustic, Engage3, Impact Analytics, Periscope® by McKinsey, RELEX Solutions, Revionics, and ToolsGroup are the top performers and technology leaders in the 2024 SPARK Matrix™ of the global IRP&PO market. These companies offer robust out-of-the-box capabilities, user-friendly dashboards, advanced analytics, and integration & interoperability. These capabilities assist retailers in creating & executing optimal pricing strategies, planning effective promotions, and managing end-of-season or lifecycle markdowns.

Centric Software's price optimization solution, part of its Centric Pricing and Inventory suite, provides retailers with AI-driven insights to help them optimize pricing strategies across products and regions. It also offers dynamic pricing based on market trends, customer behavior, and competitive positioning, improving profitability and sales performance. Additionally, the solution offers advanced analytics to facilitate informed decision-making regarding promotions, markdowns, and stock management, enhancing overall pricing efficiency. Furthermore, its intuitive interface enables users to adapt strategies, ensuring responsiveness to changing market demands.

Competera delivers data-driven pricing strategies and real-time competitive insights, supported by advanced Contextual AI for enhanced decision-making. Its technology roadmap emphasizes building robust data pipelines and flexible pricing engines, while the strategic roadmap focuses on optimizing initial price recommendations and fostering innovation through collaboration with external data science teams. The company aims for targeted geographic expansion and industry-specific solutions, particularly in e-commerce and sectors like gas

stations and fast-food restaurants. Competera's user-friendly interface and strong partner ecosystem further bolster its market reach, aligning with key trends that prioritize AI-driven pricing and customer-centric strategies.

DemandTec offers the Total Lifecycle Pricing platform that provides a holistic view of consumer demand across pricing, promotions, and markdowns, enabling retailers to make informed decisions. The Total Lifecycle Pricing platform comprises four solutions, namely DemandTec Pricing, DemandTec Promotions, DemandTec Markdowns, and DemandTec Collaboration. The solutions provide robust retail pricing capabilities such as price management and optimization, promotion planning, forecasting and execution, markdown management and optimization, and automated deal management for retailers and suppliers.

Engage3's Price Image Management suite helps retailers optimize price and promotions using AI and machine learning. The suite offers actionable insights, facilitates store clustering, and enables scenario modeling to fine-tune strategies. The Omnichannel Customer Intelligence module of the suite integrates data from multiple sources to offer a unified view of performance, supported by machine learning-powered item linking. The company's product strategy focuses on AI-driven optimization and real-time decision-making, while its market strategy emphasizes using competitive intelligence and data integration. Engage3 is pioneering the use of Generative AI to help users better leverage and adopt recommendations and insights from its Price Image Management platform.

Impact Analytics' retail pricing solution assists retailers with end-to-end lifecycle pricing. It also helps retailers make data-driven pricing decisions that meet business objectives. The solution utilizes AI to optimize pre-season, in-season, and end-of-lifecycle pricing strategies and maximize retailers' margin and inventory sell-through. Furthermore, Impact Analytics' solution uses computer vision on images to automatically extract product attributes and enhance forecasting, price elasticity, assortment decisions, and pricing recommendations. The solution also assists in optimizing trade promotions by helping retailers, manufacturers, and brands maximize their return on promotion spending.

Periscope by McKinsey provides comprehensive B2C pricing and promotion optimization solutions by leveraging AI and multimodal algorithms through its solutions, namely Market Vision, Price Advisor, Promotion Advisor and Markdown Advisor. These solutions enable accurate product identification, dynamic pricing, and efficient promotion management, empowering retailers to optimize strategies and make informed decisions. The solutions also support real-time data exchange and automation, enhancing operational efficiency.

Periscope's product strategy focuses on incorporating AI, GPT advancements, and cloud-native capabilities to continuously improve its solutions. Its market strategy emphasizes expanding globally across various retail sectors to ensure broad applicability and competitive advantage in fast-changing markets.

RELEX Solutions' AI-driven price optimization solution enables retailers to create flexible pricing strategies aligned with business goals using predictive analytics and price elasticity modeling. Its scenario testing tools enable the evaluation of price impacts on sales and margins, while its markdown optimization solution automates dynamic pricing for end-of-life products to maximize profit and minimize waste. Additionally, the company's product strategy emphasizes integrating AI and real-time data to enhance decision-making across pricing and promotions, thereby ensuring alignment with broader supply chain operations. RELEX Solutions' market strategy focuses on offering a unified solution that ties pricing, promotions, and inventory management together, driving rapid ROI and improving overall retail performance.

Revionics excels in providing AI-driven retail pricing solutions, including Base Price Intelligence, Promotion Intelligence, and Markdown Optimization. These tools enable dynamic pricing, granular adjustments, and real-time market responsiveness to maximize profitability. Its scenario simulations help retailers evaluate pricing strategies' impact on key performance indicators like sales and margins. Revionics' Markdown Optimization solution further enhances inventory clearance while minimizing waste by strategically timing markdowns. Integrated into lifecycle pricing, it supports profitability throughout the product lifecycle, aligning well with emerging retail trends.

ToolsGroup's pricing and promotions solutions, namely Price.io, Promo.io, and Markdown.io, leverage real-time demand sensing and prescriptive AI to optimize pricing strategies across the product lifecycle. Price.io dynamically adjusts prices based on market conditions and business objectives, while Promo.io optimizes promotional strategies by managing timing, targeting, and discount levels. Markdown.io focuses on managing end-of-life products through strategic markdowns, enhancing profitability, and reducing unsold inventory. ToolsGroup's product strategy centers on providing AI-driven, data-informed decision-making tools, while the company's market strategy emphasizes offering comprehensive retail optimization solutions that improve margins and sales across multiple regions and sectors.

The vendors, such as antuit.ai, Blue Yonder, Daisy Intelligence, First Insight, Intelligence Node, Logility, Oracle Retail, Retalon, SAP, SymphonyAI, and Yieldigo are positioned as strong contenders while Solvoyo as aspirant in the 2024 SPARK Matrix™ of the IPR&PO market. These vendors provide

comprehensive technological capabilities and are continuously enhancing their offerings to gain market traction in the retail pricing space. They are rapidly growing their presence across geographies & industry verticals by acquiring new clients and increasing their market share. Furthermore, these vendors are aware of the upcoming market trends and have laid out a detailed roadmap to capitalize on future growth opportunities.

antuit.ai's lifecycle pricing solution leverages machine learning to help businesses set optimal list prices for their products and make data-driven pricing decisions. The solution assists users in understanding the various factors that affect demand, such as seasonality, price, product lifecycle, trends, and local events. Furthermore, it helps users consolidate relevant data into a single source of truth, helping them make better supply chain decisions, improve forecast accuracy, and optimize inventory levels.

Blue Yonder's pricing solution helps retailers manage and optimize prices across online and offline channels. The solution provides insights into drivers that influence consumer demand to help retailers create optimal pricing strategies and make data-driven pricing decisions. Furthermore, its causal forecasting engine utilizes machine learning to accurately forecast future demand while incorporating various variables such as weather, seasonality, price, promotions, and other demand-influencing factors.

Daisy Intelligence's retail pricing solutions help organizations maximize margin & revenue by ensuring consumers find the right product at the right price & time through the right channel. The solutions enhance the efficiency of pricing processes through end-to-end automation. Its solutions incorporate various factors, such as affinity relationship between products, product cannibalization, promotional cadences, halo & forward buying effects, competition, seasonality, store, competitor & consumer household locations, products' TSI, and promotional, price, & cross-price elasticities, to deliver optimal price & promotion recommendations to users.

First Insight's pricing platform helps brands and retailers determine optimal product price points to maximize revenue. The platform relies on voice of the customer (VoC) data to help retailers set prices based on customers' willingness to pay. It helps retailers optimize their pricing, promotional, and markdown strategies to improve sales and margins and reduce markdowns.

Intelligence Node's pricing & promotions solution uses AI/ML to deliver real-time competitive insights, enabling retailers to optimize pricing strategies across online channels. The solution considers various factors such as consumer demand, market trends, inventory level, and competitor prices to recommend optimal

prices to retailers. The Digital Shelf Analytics (DSA) solution enables retailers to review, compare, and optimize product listings, improve search rankings, and increase conversions. The DSA solution also helps retailers optimize prices and monitor product availability to enhance customer experience and digital shelf performance.

Logility's pricing & promotions solution helps retailers forecast demand while considering the effect of promotions to meet consumer demand. It utilizes AI/ML algorithms to help retailers plan inventories, prevent stock-outs, and improve inventory turnover. Its planning solution allows retailers to forecast market demand for new, short-life, seasonal, and end-of-life products based on various attributes, such as color, price point, and material type.

Oracle Retail provides a lifecycle pricing optimization solution that helps retailers make effective pricing decisions and minimize retail markdowns. It provides retailers with consumer insights, helping them understand customers better and provide personalized recommendations. It also enables organizations to optimize business performance using advanced analytics and improve decision-making.

Retalon's retail pricing solution helps retailers manage their end-to-end prices and set optimal pricing strategies that suit their business requirements. The solution equips retailers with AI-driven optimal pricing and promotions & markdown recommendations by taking into account various factors such as demand, seasonality, events, weather, and competition.

SAP's retail pricing solutions help organizations optimize pricing & promotion strategies and maximize their margins across all sales channels. The solutions also assist organizations with trade promotion planning and management by helping them plan & execute trade promotions and track the performance of their promotions.

Solvoyo's pricing solutions provide retailers with visibility into pricing performance and help them analyze the impact of pricing decisions. The solutions offer automated price recommendations by leveraging ML, helping retailers adjust prices based on defined business rules and targets that maximize revenue and margin. Its analytics platform combines structured and unstructured data from various sources to create a single source of truth. The platform delivers actionable insights through the analysis of big data, enabling users to make better pricing decisions.

SymphonyAI's solutions offer advanced analytical insights, which help retailers predict and respond to fluctuating consumer needs and preferences. Its demand forecasting solution utilizes AI to analyze complex data and generate accurate

demand forecasts while considering various factors, such as weather, seasonality, events, holidays, and trends. Additionally, SymphonyAI's intelligent clustering capability enables users to cluster stores based on geography, demographics, customer segments, store attributes, and category performance to help retailers understand consumer demand better.

Yieldigo's pricing and promotions solutions help retailers optimize pricing strategies and promotions using AI, real-time analytics, and what-if simulations. The company's key differentiators include an intuitive rules cockpit, self-learning algorithms, and bulk pricing modules, which enhance pricing accuracy and streamline processes. Its promotion dashboard centralizes promotion management by offering real-time insights and customizable KPIs. Yieldigo's product strategy focuses on advanced mathematical models for pricing types such as bulk and markdowns. Its strategic partnerships with global firms such as NIQ and KPMG further strengthen its market reach.

Intelligent Retail Pricing & Promotion Optimization (IRP&PO) vendors are focusing on improving their technology value proposition by enhancing product capabilities.

Key functionalities and supporting seamless integration with enterprise resource planning (ERP), customer relationship management (CRM), point-of-sale (POS), and eCommerce systems. Organizations face difficulties in finding the right IRP&PO solutions that are suitable for their industry-specific and organization-specific use cases due to the availability of multiple solutions with varying capabilities.

While most of the vendors may provide all the core capabilities, the breadth and depth of these capabilities may differ based on the vendors' offerings. Organizations should evaluate IRP&PO vendors based on their ability to provide seamless integration with various organization-owned tools and platforms, offer scalability & extensibility, and effectively segment target customers. The vendors' ability to offer a truly open architecture-based platform is vital for enhancing the customer's ownership experience. Additionally, the vendor's customer value proposition may differ in terms of ease of deployment, ease of use, price/performance ratio, support for a range of use cases, and global support service.

The retail space across B2B and B2C segments is continuously transforming, requiring vendors to expand their R&D investments, make continuous enhancements to their software, and provide a robust technology value proposition to meet future customer needs. The vendor's ability to accommodate emerging technology trends, artificial intelligence, and machine learning technologies to provide a holistic & unified platform is increasingly becoming the key differentiator when selecting an IRP&PO vendor.

Key Competitive Factors and Technology Differentiators

The following are the key competitive factors and technology differentiators for the evaluation of Intelligent Retail Pricing & Promotion Optimization (IRP&PO) vendors. While most of the IRP&PO solutions offer all the core functionalities, the breadth and depth of functionalities may differ based on the vendors' offerings. Driven by increasing competition, vendors enhance their technology capabilities and overall customer value proposition to remain competitive. Some of the key differentiators of intelligent retail pricing & promotion optimization solutions include:

Demand Forecasting: Intelligent retail pricing & promotion optimization solutions should enable retailers to predict demand at various price points using advanced analytics and make precise estimates for total sales & revenue. The demand forecasting capability analyzes complex data and generates accurate demand forecasts based on factors such as weather, seasonality, events, holidays, and trends using AI/ML. With the aid of accurate demand forecasts, the solution helps retailers decrease stock-outs, minimize waste due to unsold inventory, and reduce markdowns. Retailers should look for vendors whose demand forecasting capability would help them manage inventory, plan production, and set better pricing strategies to maximize margins.

Trade Promotion Management: The solution should offer trade promotion management (TPM) capability that enables retailers and suppliers to streamline and automate trade collaboration and promotion funding for improving promotional planning and maximizing their return on investment. The capability should also offer a centralized platform for retailers & suppliers to negotiate, execute, and reconcile deals, in addition to managing invoices, tracking fund spending, and auditing deals and trade promotions. Furthermore, TPM should assist retailers in measuring the effectiveness of trade promotions by analyzing their impact on the KPIs to subsequently improve future trade promotions. Retailers must look for a solution whose TPM capability would help them plan, manage, and execute effective trade promotions while ensuring collaboration with the consumer packaged goods (CPG) brands.

Competitive Intelligence: Retailers should look for an intelligent retail pricing & promotion optimization solution that offers a robust competitive intelligence (CI) capability, which enables their retailers to create optimal pricing strategies across

sales channels using real-time competitive insights. The CI capability utilizes AI-driven attribute-based matching, elastic search, and image recognition for matching products with the competitors across the entire store. The CI capability of the vendor's solution should automatically recommend product matches to users based on various item attributes and allow the users to validate the matches. Furthermore, the capability must provide dashboards that can deliver competitive insights on price positioning, assortment structure, and breadth & depth of promotions to help retailers understand the competitive environment and create effective & efficient processes that maximize sales. Retailers should look for a solution with comprehensive CI capability that integrates data from multiple sources and provides them with accurate real-time omnichannel competitive pricing data & insights.

Digital Shelf Analytics: Retailers should look for an intelligent retail pricing & promotion optimization solution that offers digital shelf analytics (DSA) capability. The DSA capability should enable retailers to gather and analyze data from the digital shelf and help them understand customers' interaction with the listed products and their purchase behavior. The capability should constantly monitor items on the digital shelf, provide product performance data to the users, and deliver real-time insights into consumer buying behavior. It should assist retailers in tracking, measuring, and improving product performance on the digital commerce platform by analyzing the set of KPIs. Retailers must look for a solution with DSA capability that helps them improve product listings, optimize pricing, and increase conversions, which would ultimately augment their sales and margins.

Use of Generative AI: Retailers should assess intelligent retail pricing and promotion optimization vendors based on the advanced technologies they use. Vendors should be capable of using technologies such as generative AI to help users analyze customer behavior data and gain better insights into consumer preferences. Generative AI technology uses AI-driven chatbots and virtual shopping assistants (VPAs) to provide personalized recommendations to users and help them respond quickly to customer queries. Additionally, it also helps retailers enrich their data regarding product attributes to obtain clearer competitive insights. Retailers should look for a solution with robust technology that provides tailored product recommendations, promotions, and content to users for personalized customer experience.

Seamless Integration: The intelligent retail pricing & promotion optimization solution should seamlessly integrate with enterprise resource planning (ERP), customer relationship management (CRM), product information management

(PIM), planning, operations, financial, and eCommerce solutions to ensure continuous data exchange between the solutions. The capability should help retailers attain quicker deployment, lower IT involvement, and improve time to value. Retailers should look for vendors with out-of-the-box integration connectors, webhooks, RESTful API, and API documentation to ensure smooth data flow, eliminate redundancies, and streamline operations.

Intuitive User Experience: Retailers should look for an intelligent retail pricing & promotion optimization solution that offers interactive & intuitive user interfaces (UI). The UI should help retailers streamline complex processes & workflows by offering real-time visibility into the pricing & promotion performance. The solution should offer a configurable user interface that meets the specific needs of various users and helps retailers manage and optimize their end-to-end pricing. Additionally, vendors must provide advanced navigation systems and automated workflows & reminders with concise instructions to ensure a seamless user experience. Retailers should look for vendors offering intuitive user interfaces that enable them to expedite various tasks, ultimately improving their productivity and efficiency.

Application Diversity: The intelligent retail pricing & promotion optimization solution vendors should focus on deploying applications across a range of industry verticals and must be able to tailor their offerings based on the industries their customers operate. The solutions should support various use cases, such as managing large volumes of structured and unstructured data, tracking competitor prices, matching similar products, and intra-day pricing against the key competition. The solution should cater to a wide range of industry verticals, such as consumer packaged goods (CPG) brands as well as retailers in the supermarkets, convenience stores, fashion & apparel, food & grocery, footwear, durables goods, consumer electronics, pharmaceutical & healthcare, home goods, beauty, eCommerce, automotive parts, and other retail segments. Retailers should look for solutions that recommend dynamic prices, make in-season adjustments to promotions & markdowns to clear inventory, optimize & set prices using advanced analytics, automate the promotion planning process, gain visibility into the performance of past promotions, and optimize markdowns.

Scalability: Retailers should look for an intelligent retail pricing & promotion optimization solution that is scalable and can manage & process large volumes of data and transactions with minimal time and resources. The solution should have the ability to support increasing amounts of data and handle varying workloads as per the requirements of the business to improve productivity, reduce downtime,

and satisfy users. Retailers must look for a solution that is scalable enough to respond to fluctuations in system processing demands.

Product Strategy and Roadmap: Retailers should evaluate intelligent retail pricing & promotion optimization solution vendors based on their ability to devise a comprehensive technology roadmap and make product enhancements that align with the retailer's market growth strategy. Vendors must have strong knowledge of current market dynamics to identify areas of investment for maximizing the retailer's return on investment, improving user experience, and maintaining a competitive advantage. Vendors must continuously evolve their technology platform by incorporating advanced AI/ML modeling techniques for providing optimized results to the users. Therefore, retailers should assess vendors' ability to align their product enhancements with emerging market opportunities, trends, & evolving buyer requirements, enhance their product value, and deliver robust solutions.

Deployment & Accessibility: Intelligent retail pricing & promotion optimization solution vendors should offer multiple deployment models, such as on-premises, cloud, or hybrid, that align with the retailer's needs. Retailers must look for vendors that provide mobile applications to access features, such as approvals, entering comments, reviews, and monitoring business performance, to have quick and easy access to the features from anywhere.

SPARK Matrix™: Strategic Performance Assessment and Ranking

QKS Group' SPARK Matrix provides a snapshot of the market positioning of the key market participants. SPARK Matrix provides a visual representation of market participants and provides strategic insights on how each supplier ranks related to their competitors, concerning various performance parameters based on the category of technology excellence and customer impact. QKS's Competitive Landscape Analysis is a useful planning guide for strategic decision-making, such as finding M&A prospects, partnerships, geographical expansion, portfolio expansion, and similar others.

Each market participant is analyzed against several parameters of Technology Excellence and Customer Impact. In each of the parameters (see charts), an index is assigned to each supplier from 1 (lowest) to 10 (highest). These ratings are designated to each market participant based on the research findings. Based on the individual participant ratings, X and Y coordinate values are calculated. These coordinates are finally used to make SPARK Matrix.

Technology Excellence	Weightage	Customer Impact	Weightage
Data Acquisition & Management	8%	Product Strategy & Performance	20%
Price Management & Optimization	15%	Market Presence	20%
Promotion Planning & Optimization	15%	Proven Record	15%
Markdown Pricing & Optimization	15%	Ease of Deployment & use	15%
Analytics, Dashboards & Reporting	10%	Customer Service Excellence	15%
Recommendation Engine	10%	Unique Value Proposition	15%
Competitive Differentiation Strategy	10%		
Application Diversity	7%		
Integration & Interoperability	5%		
Vision & Roadmap	5%		

Evaluation Criteria: Technology Excellence

- **Data Acquisition & Management:** The ability to integrate, manipulate, and manage complex data in addition to robust data cleansing to ensure a high level of data quality.
- **Price Management & Optimization:** The ability to create pricing strategies, update prices, and provide optimal price recommendations utilizing advanced analytics.
- **Promotion Planning & Optimization:** The ability to plan, evaluate, forecast, execute, and manage promotional activities across various sales channels.
- **Markdown Pricing & Optimization:** The ability to recommend the optimal timing and pricing for markdowns, maximizing retailers' that maximizes margins and sell-through.
- **Analytics, Dashboards & Reporting:** The ability to provide user-friendly and customizable dashboards with relevant KPIs to monitor the business performance.
- **Recommendation Engine:** The ability to recommend optimal prices, promotions, and markdowns in real-time to the users.
- **Application Diversity:** The ability to demonstrate product deployment for a range of industry verticals and/or multiple use cases.
- **Integration & Interoperability:** The ability to offer a product and technology platform that supports integration with multiple best-of-breed technologies, provides prebuilt out-of-the-box integrations, and open API support and services.
- **Vision & Roadmap:** Evaluation of the vendor's product strategy and roadmap with the analysis of key planned enhancements to offer superior products/technology and improve the customer ownership experience.

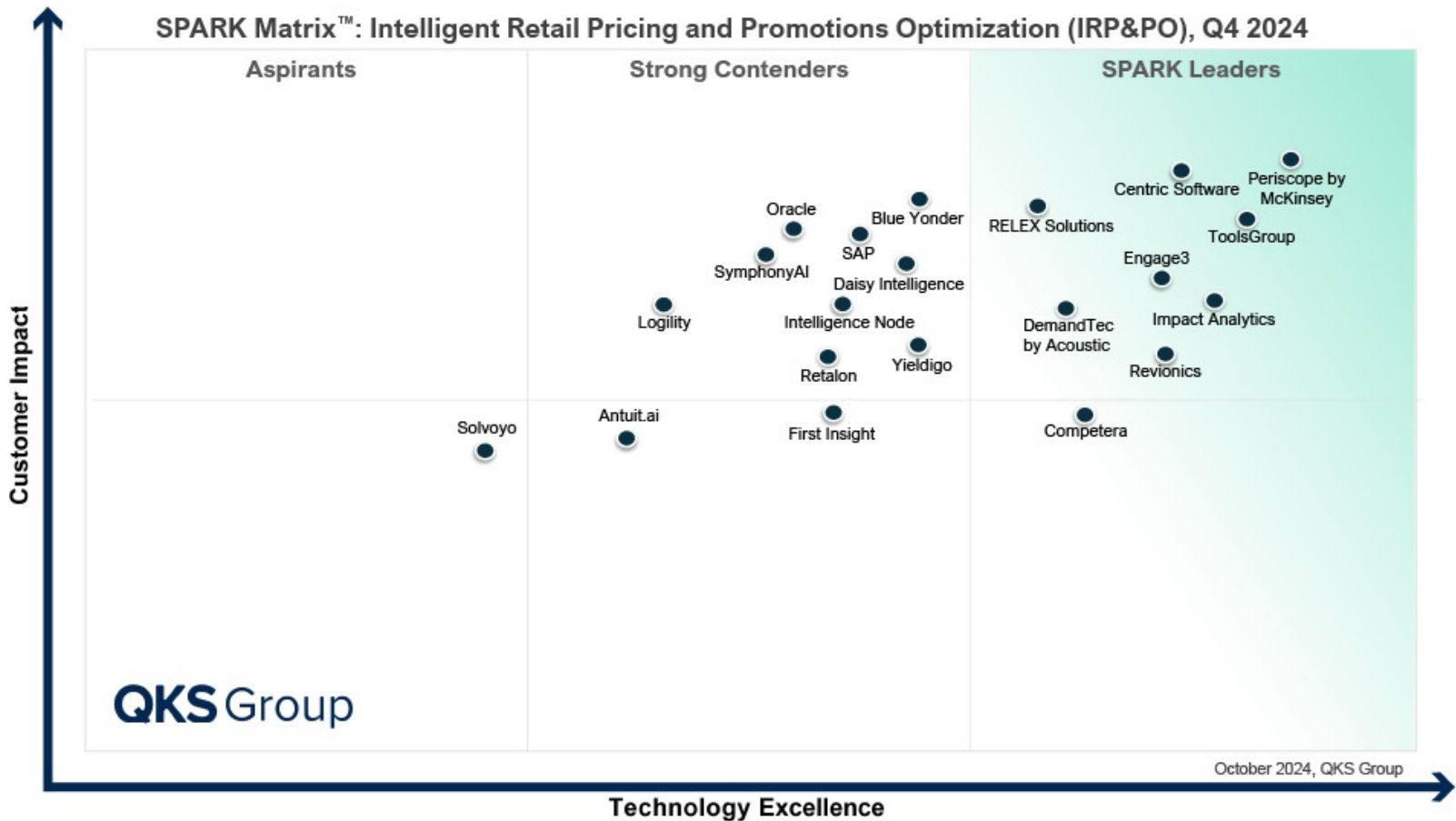
Evaluation Criteria: Customer Impact

- **Product Strategy & Performance:** Evaluation of multiple aspects of product strategy and performance in terms of product availability, price to performance ratio, excellence in GTM strategy, and other product-specific parameters.
- **Market Presence:** The ability to demonstrate revenue, client base, and market growth along with a presence in various geographical regions and industry verticals.
- **Proven Record:** Evaluation of the existing client base from SMB, mid-market and large enterprise segment, growth rate, and analysis of the customer case studies.
- **Ease of Deployment & Use:** The ability to provide superior deployment experience to clients supporting flexible deployment or demonstrate superior purchase, implementation, and usage experience. Additionally, vendors' products are analyzed to offer user-friendly UI and ownership experience.
- **Customer Service Excellence:** The ability to demonstrate vendors capability to provide a range of professional services from consulting, training, and support. Additionally, the company's service partner strategy or system integration capability across geographical regions is also considered.
- **Unique Value Proposition:** The ability to demonstrate unique differentiators driven by ongoing industry trends, industry convergence, technology innovation, and such others.

SPARK Matrix™: Intelligent Retail Pricing & Promotion Optimization (IRP&PO)

Strategic Performance Assessment and Ranking

Figure: 2024 SPARK Matrix™
(Strategic Performance Assessment and Ranking)
Intelligent Retail Pricing & Promotion Optimization (IRP&PO)



Vendor Profile

The following vendor profile is written based on the information provided by the vendor's executives as part of the research process. The QKS's research team has also referred to the company's website, whitepapers, blogs, and other sources for writing the profile. A detailed vendor profile and analysis of all the vendors, along with various competitive scenarios, are available as a custom research deliverable to our clients. Users are advised to directly speak to respective vendors for a more comprehensive understanding of their technology capabilities. Users are advised to consult QKS Group before making any purchase decisions, regarding Intelligent Retail Pricing & Promotion Optimization (IRP&PO) solution and vendor selection based on research findings included in this research service.

Antuit.ai

URL: <https://www.antuit.ai>

Founded in 2013 and headquartered in Dallas, Texas, USA, Antuit.ai, a part of Zebra Technologies, is a provider of SaaS based supply chain, merchandising & marketing solutions for retailers and consumer goods businesses. Antuit.ai offers various solutions, as part of its AI Demand Intelligence Platform, such as demand forecasting & planning, allocation & replenishment, assortment & size optimization, and lifecycle pricing to increase inventory turnover. Antuit.ai's lifecycle pricing solution helps retailers optimize promotions & markdowns to maximize in-season inventory flow across all channels, regions, and brands.

Analyst Perspective

Key Differentiators

- ◆ Antuit.ai's lifecycle pricing solution leverages machine learning to help businesses set optimal list prices for their products and make data-driven pricing decisions. The solution helps users optimize prices across different channels such as online or in-store to maximize revenue. Additionally, the solution provides personalized price recommendations to retailers based on consumer behavior and needs.
- ◆ Antuit.ai offers trade promotion and marketing optimization capability enabling retailers to optimize in-season promotional prices and campaigns. The capability helps users simulate weekly, in-season sales based on demand profiles and recommends optimal discount strategies to increase sales throughout the selling period. It assists users in evaluating various promotional plans and offers by product.
- ◆ Antuit.ai's markdown and promotions optimization leverages AI and predictive analytics to make data-driven, granular decisions, improving timing and pricing strategies. It enables real-time adjustments, enhances collaboration across teams, and focuses on customer-centric approaches to boost profitability. The solution automates processes and provides end-to-end visibility, ensuring efficient execution and improved inventory management.

Product Strategy

- ◆ **Technology Roadmap:** Antuit.ai leverages AI-driven solutions to optimize retail pricing, markdowns, and promotions. Their lifecycle pricing solution integrates omnichannel data, enabling retailers to dynamically adjust prices and promotions in real-time based on evolving demand and consumer behavior. The company is continually advancing its AI algorithms for in-season pricing and markdown optimization, improving forecasting accuracy across various channels and locations.
- ◆ **Strategic Roadmap:** Antuit.ai's strategic focus is on delivering end-to-end AI-powered solutions for retail and consumer products, spanning demand forecasting, pricing, and supply chain management. Their approach includes developing omnichannel optimization tools that address the complexity of modern retail, from inventory allocation to promotional planning. The goal is to empower retailers to make data-driven decisions that enhance margins and improve customer engagement.

Market Strategy

- ◆ **Geo-expansion Strategy:** Antuit.ai has been scaling its technology to meet the demands of international markets. They aim to continue growing by expanding their reach into new geographic regions and industries, leveraging Zebra Technologies' global footprint.
- ◆ **Industry Strategy:** antuit.ai serves customers in the consumer packaged goods (CPG) and retail sectors.
- ◆ **Use Case Support:** antuit.ai's platform supports various use cases, such as predicting revenue, margin impact & effectiveness of promotional campaigns, optimizing sales volume & margins, planning promotions using what-if analysis, identifying & quantifying financial impacts of existing markdown practices, increasing sell-through velocity, and leveraging pricing data to create market-based pricing structure.

Customer/ User Success Strategy

- ◆ Antuit.ai emphasizes a customer-centric approach, providing scalable AI solutions that can be tailored to individual retailers' needs. Its platform integrates with existing systems, offering insights that enhance decision-making around pricing, promotions, and markdowns.

Trend Analysis

- ◆ Key trends influencing the retail pricing market include the rise of AI and machine learning, enabling real-time, data-driven pricing decisions and personalized promotions. Inflation and supply chain disruptions are driving retailers to adopt dynamic pricing strategies to maintain profitability. The increasing focus on omnichannel retailing requires unified pricing across online and offline platforms. Additionally, consumer demand for transparency and value is pushing retailers to adopt more adaptive, competitive pricing models.
- ◆ Antuit.ai is well-positioned in the growing trend of AI-driven retail optimization. The shift towards omnichannel retailing has increased the demand for solutions that can handle complex pricing strategies across multiple platforms. AI-powered pricing and promotions tools are becoming essential for retailers aiming to improve profitability while maintaining customer satisfaction. With their focus on real-time analytics and demand sensing, Antuit.ai is addressing the current need for agility in retail pricing strategies, especially in a post-pandemic retail environment where supply chain disruptions have added complexity.

Final Take

- ◆ Antuit.ai's Lifecycle Pricing solution uses AI and machine learning to optimize pricing, promotions, and markdowns across channels, providing personalized recommendations to maximize revenue. It enables retailers to adjust in-season promotional strategies and automates markdowns for improved inventory management. Its product strategy focuses on advancing AI algorithms for real-time price optimization, while the market strategy emphasizes global expansion and omnichannel efficiency by partnering with leading retailers.

Blue Yonder

URL: www.blueyonder.com

Founded in 1985 and headquartered in Scottsdale, Arizona, USA, Blue Yonder was acquired by Panasonic in 2021. Blue Yonder provides SaaS-based end-to-end supply chain planning and management and omnichannel commerce solutions that enable manufacturers, retailers, and logistics providers to predict, manage & fulfill customer demands. Blue Yonder provides various omnichannel commerce solutions, such as assortment, order & workforce management, lifecycle pricing, space & floor planning, store execution, and merchandise operations, through its Platform.

Blue Yonder's lifecycle pricing solution leverages AI/ML to help businesses optimize prices throughout the product lifecycle. In addition, the platform offers robust retail pricing capabilities, including clearance pricing, promotions optimization, real-time fresh food markdown, and price execution.

Analyst Perspective

Key Differentiators

- ◆ Blue Yonder's AI-driven Price Optimization empowers retailers to maximize revenue and profitability through sophisticated, data-driven pricing strategies. Leveraging advanced AI algorithms, the solution analyzes historical sales, market trends, and competitor pricing to recommend optimal price points. It enables real-time pricing adjustments based on shifts in demand, inventory, and market conditions, ensuring competitiveness. Retailers benefit from scenario planning, allowing them to model pricing strategies and forecast potential impacts on margins. Additionally, it assists in customer segmentation that ensures personalized pricing, enhancing customer satisfaction and driving loyalty.
- ◆ Blue Yonder's Platform offers clearance pricing capability enables retailers to set AI-driven optimal markdown prices for seasonal, end-of-promotion, and de-listed grocery items. The platform helps users define multiple markdown strategies and determine the optimal strategy based on their impact on KPIs. The platform also helps users measure price elasticity at granularity, such as at the store or SKU level, and leverages machine learning to predict consumer demand for each product. The forecasted demand helps users manage inventory within the clearance timeframe. Furthermore, it allows users to mark down a product multiple times within its product lifecycle.
- ◆ Blue Yonder's Intelligent Markdown Management leverages AI and machine learning to optimize markdown strategies by balancing key performance indicators such as

revenue, profit, and waste reduction. It enables real-time markdown pricing based on inventory levels, market conditions, and business strategies. Its Scenario planning allows retailers to assess the impact of markdowns before implementation. This approach can reduce markdown spending while improving inventory turnover by ensuring products are sold before expiration.

Product Strategy

- ◆ **Technology Roadmap:** Blue Yonder focuses on leveraging AI and machine learning to optimize retail pricing and promotions decisions. The company integrates AI-driven analytics to automate pricing processes, helping retailers understand the relationship between price changes and customer demand. Its platform enables granular forecasting at the item, store, and time-specific levels, allowing for dynamic price adjustments based on real-time data.
- ◆ **Strategic Roadmap:** Blue Yonder's strategic roadmap centers on providing retailers with end-to-end price optimization solutions that cover both tactical and strategic pricing needs. The company's AI-powered Lifecycle Pricing tools help retailers move beyond reactive pricing tactics to strategic decision-making. This approach ensures that pricing strategies are integrated across the entire supply chain and merchandising process, driving profitability and competitive differentiation.

Market Strategy

- ◆ **Geo-expansion Strategy:** Blue Yonder operates globally, with offices across North America, Europe, Asia, Africa, and Australia. The company is focusing on key markets such as Japan and China to drive growth and increase market share.
- ◆ **Industry Strategy:** Blue Yonder is expanding its offerings across various industry verticals, including consumer packaged goods (CPG), automotive & industrial sectors, as well as retail segments including hardlines, soft lines, grocery, convenience, drug store, apparel, department stores, merchandise & discount, specialty, and eCommerce.
- ◆ **Use Case Support:** Blue Yonder's platform supports various use cases, such as calculating end-of-season clearance prices based on inventory level & time remaining, managing & approving inseason promotional discounts, performing what-if analysis to test out different pricing scenarios during optimization, recommending markdowns for real-time item-store-timespecific markdown price for short code fresh foods, auditing promotions, and analyzing customer aberration.

Customer/ User Success Strategy

- ◆ Blue Yonder is committed to customer success by providing extensive support through AI-driven solutions that adapt to specific business needs. The platform

offers actionable insights and predictive capabilities that allow retailers to make informed pricing decisions in real-time. The platform's intuitive interface and comprehensive analytics ensure quick ROI and easy integration into existing retail systems.

- ◆ Blue Yonder's partner ecosystem includes strategic collaborations with major players like Microsoft and Accenture, enhancing their autonomous supply chain solutions. They also work with IBM, Honeywell, and recently acquired One Network Enterprises, expanding their network.

Trend Analysis

- ◆ Key trends influencing the retail pricing market include the rise of AI and machine learning, enabling real-time, data-driven pricing decisions and personalized promotions. Inflation and supply chain disruptions are driving retailers to adopt dynamic pricing strategies to maintain profitability. The increasing focus on omnichannel retailing requires unified pricing across online and offline platforms. Additionally, consumer demand for transparency and value is pushing retailers to adopt more adaptive, competitive pricing models.
- ◆ Blue Yonder aligns with trends by leveraging its AI-powered platform for digital transformation, integrating real-time data to optimize supply chain efficiency. The company promotes sustainability by reducing waste and improving resource management through advanced transparency tools. It fosters collaboration and integration with a network connecting organizations, ensuring real-time partnerships across the supply chain. Blue Yonder's use of AI and machine learning for demand forecasting, pricing, and inventory management also matches the growing reliance on advanced analytics.

Final Take

- ◆ Blue Yonder's AI-driven price optimization helps retailers maximize revenue and profitability through real-time price adjustments based on demand, inventory, and market trends. It enables personalized pricing by leveraging historical sales and competitive data. Their platform enhances markdown strategies for groceries by offering multiple simulations based on KPIs like profit and inventory turnover. Blue Yonder's intelligent markdown management uses AI and machine learning to reduce waste, improve inventory turnover, and increase sales by optimizing markdowns before implementation. This data-driven approach enhances decision-making across the product lifecycle.

Centric Software

URL: www.centricsoftware.com

Founded in 2004 and headquartered in Campbell, California, USA, Centric Software, a subsidiary of Dassault Systems, is a provider of Product Lifecycle Management (PLM) and enterprise planning solutions. The company caters to the retail, fashion, and consumer goods industries with its solutions. Centric Software offers cloud-based solutions that streamline product development, pricing and inventory management, assortment planning, and financial merchandise planning. The solutions also offer market intelligence and enhance collaboration across the supply chain with its visual board functionality. In 2023, Centric Software expanded its capabilities in retail automation through its acquisition of Aifora, an AI-driven pricing and inventory optimization platform.

Centric Software's price optimization solution, part of its Centric Pricing and Inventory suite, provides retailers with AI-driven insights to help them optimize pricing strategies across products and regions. It also offers dynamic pricing based on market trends, customer behavior, and competitive positioning, improving profitability and sales performance. Additionally, the solution offers advanced analytics to facilitate informed decision-making regarding promotions, markdowns, and stock management, enhancing overall pricing efficiency. Furthermore, its intuitive interface enables users to adapt strategies, ensuring responsiveness to changing market demands.

Analyst Perspective

Key Differentiators

- ◆ Centric Software offers a predictive pricing solution that enhances retail pricing strategies by utilizing AI algorithms, thereby helping businesses analyze historical sales, market trends, and competitor pricing. Its dynamic pricing capability enable businesses to adjust prices in real-time by analyzing market demand, competitor pricing, and other key factors. It delivers real-time data on competitor pricing and market trends, empowering businesses to make informed and strategic pricing decisions. The solution offers demand forecasting capability, which helps businesses align pricing with customer behavior and enables dynamic real-time pricing adjustments based on market conditions. The solution also optimizes profit margins

while maintaining competitiveness and performs scenario analysis to facilitate informed decision-making. Additionally, it integrates with other retail solutions, such as inventory management, providing a comprehensive retail management solution.

- ◆ Centric Software's markdown management solution optimizes markdown strategies using AI-driven algorithms to determine the best timing and depth of price reductions, maximizing revenue while minimizing losses. The solution also enables dynamic, real-time adjustments based on market conditions and inventory levels, ensuring responsive pricing strategies. Additionally, it enables scenario simulation to help businesses plan effective markdowns and provides SKU-level recommendations for targeted actions. Its seamless integration with inventory management solution enables it to ensure that markdowns align with overall inventory strategies, enhancing efficiency and profitability.

Product Strategy

- ◆ Technology Roadmap: Centric Software is committed to enhancing its solutions by investing in its data science capabilities and teams. Through these investments, the company aims to drive advanced analytics, AI, and machine learning initiatives and support the development of innovative retail solutions.
- ◆ Strategic Roadmap: Centric Software's strategic roadmap focuses on maximizing margins through optimized initial pricing, leveraging trend forecasting, and personalized promotional intelligence. The company emphasizes ease of usability and adoption of integrated AI assistant solutions, catering to retailers seeking comprehensive digital transformation rather than point-based modules.

Market Strategy

- ◆ Geo-expansion Strategy: Centric Software's geographic expansion strategy is focused on strengthening its already solid presence in North America and the EMEA region while extending its footprint into the APAC and LATAM regions.
- ◆ Industry Strategy: Centric Software's solutions cater to a range of industry verticals, such as fashion and apparel, multi-category retail, footwear, outdoor and sports, home and furniture, food and beverage, consumer goods, cosmetics and personal care, and consumer electronics.

- ◆ Use Case Support: The key use cases of Centric Software's solution include optimizing pricing decisions for numerous SKUs across multiple brands and regions and improving strategies for markup, markdowns, and discounts. The company also provides deeper insights into pricing impact, enhances assortment for customer loyalty, and ensures pricing and promotions align with brand positioning.

Customer/User Success Strategy

- ◆ Centric Software provides dedicated customer success managers for its clients based on the tier of support levels (bronze/silver/gold) required by the client. Additionally, its SaaS solution enables customers to share their feedback and requests, which it systematically collects, prioritizes, and transparently tracks within the platform. This approach ensures that customer needs are addressed effectively, enhancing user satisfaction and aligning product development with customer requirements.
- ◆ Centric Software partners with leading technology providers such as AWS for cloud infrastructure, Databricks for a runtime environment, and Confluent (Kafka) for message systems. These partnerships enhance Centric's platform capabilities by ensuring robust cloud services, scalable data processing, and efficient messaging systems.

Trend Analysis

- ◆ The key trends influencing the retail pricing market include the increase in the use of AI and machine learning, which have enabled real-time, data-driven pricing decisions and personalized promotions. The increasing focus on omnichannel retailing is also increasing the requirement for unified pricing across online and offline platforms. Additionally, consumer demand for transparency and value is pushing retailers to adopt more adaptive, competitive pricing models, and inflation and supply chain disruptions are driving retailers to adopt dynamic pricing strategies to maintain profitability.
- ◆ Centric Software aligns with market trends by enhancing its AI-driven pricing strategy, which further enables it to offer retailers optimized, localized pricing based on market data and demand forecasting. The company also leverages social media and search insights for trend forecasting, supports transparency through natural

language explanations of AI decisions, and provides an end-to-end digital platform for retailers. Additionally, Centric Software addresses retailer needs for in-season reactivity and helps reduce inventory carryover and waste, complying with sustainability regulations, which is especially important for luxury brands.

Final Take

- ◆ Centric Software's price optimization solution leverages AI to align pricing strategies with market trends, customer behavior, and competitor positioning, driving profitability and sales. Its solution's dynamic real-time pricing adjustments, demand forecasting, and scenario analysis capabilities assist retailers with comprehensive pricing management. The solutions markdown management feature uses AI to help users optimize strategies, enabling them to balance inventory levels and profitability through targeted SKU-level recommendations. Additionally, its solution's ability to integrate with inventory management solutions ensures seamless alignment of pricing, promotions, and inventory strategies. Centric Software's technology roadmap emphasizes ongoing investment in data science capabilities, emphasizing its commitment to creating advanced retail solutions.
- ◆ Users seeking a retail pricing and promotion solution that is scalable and AI-driven from a company with an expanding presence in the JAPAC and LATAM regions and use cases in industry verticals such as fashion and apparel, home and furniture, food and beverage, and consumer goods could choose Centric Software's pricing and inventory management suite.

Competera

URL: <https://competera.ai/>

Founded in 2017 and headquartered in West Hollywood, California, USA, Competera is a provider of a SaaS-based pricing platform that helps businesses improve their pricing strategy and set optimal prices for their products in real-time using advanced analytics. Competera's end-to-end retail pricing platform leverages contextual AI and deep learning to analyze purchasing patterns and trends at a granular level, delivering customer-centric price recommendations based on 20+ demand drivers, across all products, channels, and down to the store level. Additionally, Competera offers a Competitive Data solution that empowers retailers with ready-to-use datasets of competitors' pricing, delivering real-time insights. The platform offers robust retail pricing capabilities including dynamic pricing, price management, promotion management, and markdown optimization.

Analyst Perspective

Key Differentiators

- ◆ Competera's solutions leverage advanced Contextual AI to deliver accurate and detailed pricing recommendations, enabling retailers to make more informed and precise pricing decisions based on 20+ factors. A key strength of this solution is its transparency, as it clearly outlines the elements influencing each price adjustment, fostering trust and user confidence. Additionally, the platform offers real-time scalability, handling complex AI-driven pricing calculations across extensive product assortments. This capability allows businesses to swiftly adapt to market shifts and optimize pricing at scale, ensuring they remain competitive and responsive.
- ◆ Competera's platform is driven by four key engines: the Automation Engine, Optimization Engine, Markdown Engine, and Promo Engine. The Automation Engine enables customizable rules, competitor identification, and performance analysis, while also providing key value item (KVI) recommendations. The Optimization Engine focuses on factors like demand elasticity, cannibalization, and category-specific goals. The Markdown Engine supports inventory clearance through price reductions while protecting critical metrics, and the Promo Engine delivers ROI insights for promotions, allowing retailers to assess the effectiveness of each promotional element. Together, these engines create a seamless workflow for managing users, approvals, and performance monitoring, allowing retailers to implement data-informed pricing strategies.
- ◆ Competera offers on demand Competitive Data that provides real-time, market data insights on competitor pricing, stocks, promotional trends, and more, ensuring reliable and up-to-date data that is machine learning ready. The solution collects and processes data from e-commerce sites across various countries with a high-quality

rate and 98% SLA guarantees. It features customizable scraping logic, offering both automated and manual product matching capabilities.

Product Strategy

- ◆ **Technology Roadmap:** Competera's technology roadmap outlines several key advancements aimed at enhancing its platform's capabilities. These include the development of a new, robust data pipeline designed to efficiently process data from leading global retailers and the introduction of multiple extensible pricing engines with smart routing between them. The roadmap also focuses on integrating common-sense augmented pricing decisions and building a retail and pricing knowledge base to enhance explainability and improve the engines. Further its goals include the use of causal inference to adapt pricing strategies in dynamic environments and deeper integration of macroeconomic insights for better decision-making.
- ◆ **Strategic Roadmap:** Competera's strategic roadmap is centered on addressing key retail challenges related to effective pricing. The company is focused on optimizing initial price recommendations, integrating goal management features, and enhancing its platform with advanced analytics capabilities. Additionally, Competera aims to open its platform to external data science teams, enabling experimentation and innovation. This strategic direction reflects a commitment to providing retailers with more precise, flexible, and data-driven pricing solutions to tackle core operational issues.

Market Strategy

- ◆ **Geo-expansion Strategy:** Competera's roadmap emphasizes a strategic approach to extending its presence beyond the 18 countries it currently operates in. Having achieved significant growth through organic efforts and a strong content marketing strategy, the company is now shifting its focus towards targeted geographic expansion. This move aims to solidify its global footprint and capitalize on new market opportunities, further broadening its reach in the retail pricing optimization space.
- ◆ **Industry Strategy:** Competera's vertical roadmap focuses on enhancing its footprint in the e-commerce sector by introducing a new product tailored for optimizing pricing for Amazon and Shopify sellers. The company is also securing pilot programs with gas stations and fast-food restaurants to showcase the effectiveness of its solutions in these competitive markets. Additionally, Competera continues to explore various industry verticals where Contextual AI can enhance pricing precision and drive profitability.
- ◆ **Use Case Support:** Competera's use cases illustrate its capacity to enhance profitability and drive sales across various retail sectors. In the grocery sector, the platform aids in maximizing profit margins through strategic pricing and promotional

tactics. For the footwear industry, Competera optimizes seasonal markdown strategies to balance inventory levels and enhance sales during peak times. Additionally, in the beauty sector, particularly for e-commerce brands, the platform facilitates explosive sales growth by leveraging data-driven insights to fine-tune pricing and promotional efforts.

Customer/ User Success Strategy

- ◆ Competera's pricing platform features a user-friendly interface that is flexible and intuitive, offering robust search, filtering, and bulk action functionalities. It supports single sign-on and is built on a scalable architecture that accommodates multiple user roles across various departments. The platform allows for easy configuration, enabling a customer-centric approach to pricing strategies. Additionally, when launching new pricing campaigns, users can modify existing campaigns and adjust settings, such as competitor lists for specific categories, to initiate effective pricing optimization.
- ◆ Competera has established a robust partner ecosystem that includes notable technology partners such as Google, Beyond Technologies/Syntax, Tech Mahindra, Kyndryl, and Cognizant, enhancing its technological capabilities. Additionally, its channel partners, including Demandtex, Experis, C4R, LN Consult, and VoxWise, contribute to expanding its market reach and providing comprehensive solutions to clients.

Trend Analysis

- ◆ Key trends influencing the retail pricing market include the rise of AI and machine learning, enabling real-time, data-driven pricing decisions and personalized promotions. Inflation and supply chain disruptions are driving retailers to adopt dynamic pricing strategies to maintain profitability. The increasing focus on omnichannel retailing requires unified pricing across online and offline platforms. Additionally, consumer demand for transparency and value is pushing retailers to adopt more adaptive, competitive pricing models.
- ◆ Competera aligns with trends that prioritize enhancing pricing strategies by focusing on customer lifetime value (LTV) and specific customer segments, rather than just product pricing in store clusters. As labor costs rise, retailers are acknowledging the need for greater efficiency and are increasingly trusting technologies that can handle complex pricing calculations. The company is prepared to fully automate their pricing decisions, emphasizing strategic direction over individual SKU management. This shift reflects a broader move toward more sophisticated pricing practices in the retail sector.

Final Take

- ◆ Competera delivers AI-powered optimal price recommendations and data-driven strategies, along with real-time competitive insights, leveraging next-gen Contextual AI for enhanced decision-making. Its platform provides customer-centric pricing optimization based on 20+ sales-impacting factors across all products and channels, with 95% accuracy in business impact prediction. The near-term roadmap includes an AI personal assistant for price interpretation and business KPI alignment tracking, while future involve initial pricing optimization and an Open DS Workspace. Competera targets geographic expansion and industry-specific solutions for e-commerce, gas stations, and fast-food restaurants. A user-friendly interface reducing pricing team workload and a strong partner ecosystem support its market reach, aligning with trends in AI-driven, customer-centric pricing strategies.

Daisy Intelligence

URL: <http://www.daisyintelligence.com>

Founded in 2003 and headquartered in Toronto, Ontario, Canada, Daisy Intelligence is a provider of SaaS-based retail merchandise planning and insurance risk management solutions for retailers and insurers. Daisy Intelligence offers various retail solutions such as promotion optimization, price optimization, demand planning, assortment optimization, and space planning, enabling retailers to make better merchandising, pricing, promotional, operational, and inventory decisions.

Daisy's platform provides optimal business recommendations and automates complex processes enabling businesses to improve financial outcomes. The company's retail pricing solutions include Price Mix and Promotional Item Selection that enables retailers to optimize their prices to maximize sales and revenue.

Analyst Perspective

Key Differentiators

- ◆ Daisy Intelligence offers the Promotional Item Selection solution to recommend the right mix of products to promote at the right time and in the right channels, personalized to the customers. It provides a centralized place for all promotional planning activities and delivers optimal promotion recommendations aligned with business rules and constraints. It ensures collaboration with vendors and retailers by allowing them to share promotion recommendations with the vendors and negotiate for vendor funding. The solution gives users flexibility in selecting alternative promotion strategies based on Daisy's ranked score. It helps users monitor and rectify promotion plans and review promotion performance based on the total store impact (TSI) and other key KPIs.
- ◆ Daisy Intelligence's AI-powered price optimization solution helps retailers boost sales and profits by determining optimal regular and promotional prices. It uses historical sales, competitor, and market data to make data-driven decisions. The solution incorporates the Halo Effect to assess the pricing impact on related products, maximizing overall store performance. While AI provides recommendations, retailers maintain control over final decisions, with clear, explainable AI insights for trust and transparency.

Product Strategy

- ◆ **Technology Roadmap:** Daisy Intelligence leverages advanced AI algorithms, including reinforcement learning, to continuously enhance its capabilities in price

and promotion optimization. The roadmap focuses on further developing the Theory of Retail™, which enables AI-powered simulations of customer behavior and the Halo Effect to predict the impact of pricing decisions on overall store performance.

- ◆ **Strategic Roadmap:** Daisy is committed to expanding its influence by helping retailers integrate AI more effectively into their merchandising and operational strategies. This involves collaborating with partners like The Partnering Group (TPG) to support global retailers in transforming their pricing and promotion management processes.

Market Strategy

- ◆ **Geo-expansion Strategy:** Daisy has a strong presence across North America and is steadily expanding its footprint in international markets, including Europe and Latin America. With partners in regions like Canada, the U.S., the Netherlands, and Brazil, the company is focused on delivering its AI-driven solutions to a diverse global audience.
- ◆ **Industry Strategy:** The company serves retail customers in the supermarkets, food & grocery, eCommerce, entertainment & consumer electronics, consumer durables, fashion & apparel, and footwear segments.
- ◆ **Use Case Support:** Daisy Intelligence's solutions support various use cases, such as promoting the right products and setting the optimum promotional and regular product prices based on the pricing strategy to maximize total revenue, store traffic, and basket size. Furthermore, they help determine the optimal product and price mix for specific promotion events based on vendor relationships and leverage it to enhance vendor funding negotiations

Customer/ User Success Strategy

- ◆ Daisy emphasizes delivering measurable business results, including increased margins and sales for retailers. The platform provides explainable AI recommendations, ensuring that merchants can understand and trust the AI's decisions, fostering long-term customer engagement and success.
- ◆ Daisy has built a robust network of partners, including leading organizations like TPG, Nvidia, and Fusion Analytics, to drive innovation and global expansion. These partnerships enhance Daisy's ability to integrate its AI solutions into broader retail ecosystems.

Trend Analysis

- ◆ Key trends influencing the retail pricing market include the rise of AI and machine learning, enabling real-time, data-driven pricing decisions and personalized

promotions. Inflation and supply chain disruptions are driving retailers to adopt dynamic pricing strategies to maintain profitability. The increasing focus on omnichannel retailing requires unified pricing across online and offline platforms. Additionally, consumer demand for transparency and value is pushing retailers to adopt more adaptive, competitive pricing models.

- ◆ Daisy aligns with the growing trend of AI-powered decision-making in retail. Its focus on real-time price and promotion optimization, informed by the Halo Effect and customer behavior, addresses key industry trends like dynamic pricing, personalized promotions, and maximizing total store impact. The platform is well-positioned to meet the increasing demand for AI-driven solutions in an omnichannel retail environment.

Final Take

- ◆ Daisy Intelligence offers AI-powered solutions that provide personalized, data-driven recommendations for retail pricing and promotion optimization. Key differentiators include its Promotional Item Selection, which ensures optimal promotion planning through collaboration with vendors. The platform uses historical data and the Halo Effect to maximize sales and profits by modeling total store impact (TSI) and enabling flexibility in promotional strategies. Daisy's AI also supports explainable decisions, fostering transparency and control for users. Its technology roadmap emphasizes reinforcement learning to refine pricing and promotion recommendations, while its strategic roadmap focuses on expanding the use of AI in merchandising and operational strategies.

DemandTec by Acoustic

URL: <https://www.demandtec.com>

Founded in 1999 and headquartered in Conway, Arkansas, USA, DemandTec, a strategic business unit of Acoustic, is a provider of SaaS-based pricing solutions. The company helps retailers and consumer products manufacturers to plan, manage, and optimize their pricing, promotions, and markdowns using advanced analytics.

DemandTec offers the Total Lifecycle Pricing platform that provides a holistic view of consumer demand across pricing, promotions, and markdowns, enabling retailers to make informed decisions. The Total Lifecycle Pricing platform comprises four solutions, namely DemandTec Pricing, DemandTec Promotions, DemandTec Markdowns, and DemandTec Collaboration. The solutions provide robust retail pricing capabilities such as price management and optimization, promotion planning, ad planning, ad proofing, promotion forecasting and execution, markdown management and optimization, and automated deal management for retailers their supplier communities.

Analyst Perspective

Key Differentiators

- ◆ DemandTec's AI-driven price optimization solution is an autonomous pricing solution that helps retailers adapt to changes in the market in real-time and consumer behavior. The solution performs accurate demand forecasting, enables rules-based pricing customization, and provides valuable insights into Key Value Items (KVIs) and Key Value Categories (KVCs). By performing highly accurate demand forecasting, the solution enhances price perception and profitability. Its rapid implementation and minimal IT requirements make it suitable for retailers of all sizes and ensure a swift return on investment.
- ◆ DemandTec offers a markdown optimization solution that leverages machine learning to recommend optimal markdown timing and duration based on demand and product seasonality. It offers a comprehensive view of shopper behavior and inventory, enabling the creation of tailored markdown strategies at the store level. The solution also enhances merchandising processes for seamless execution,

consolidates data for smart clustering insights, and automates markdowns for efficiency. Additionally, it assists retailers in developing flexible, data-driven markdown strategies that improve margins and inventory turnover.

Product Strategy

- ◆ **Technology Roadmap:** DemandTec's technology roadmap focuses on leveraging AI and Machine Learning (ML) to drive real-time price optimization, promotions, and markdown strategies. The company also plans to introduce more intuitive User Interfaces (UIs) for improving user experiences, usability, and efficiency. Additionally, it aims to create an advanced pricing rules engine for monitoring, identifying, and self-repairing broken rules to simplify pricing for retailers.
- ◆ **Strategic Roadmap:** DemandTec's strategic roadmap is focused on providing a unified solution for pricing, promotions, and markdown optimization. The company also aims to deliver AI-driven price recommendations that align with market trends, consumer behavior, and profitability goals. By investing in advanced AI technologies and a holistic approach to pricing, DemandTec aims to ensure that retailers can dynamically adjust to market changes, maintain competitiveness, and drive long-term growth.

Market Strategy

- ◆ **Geo-expansion Strategy:** DemandTec has a fair global presence, with a strong foothold in regions such as North America, Europe, and Asia-Pacific. Its geo-expansion strategy focuses on leveraging partnerships and alliances with local and global retail leaders to broaden its reach.
- ◆ **Industry Strategy:** DemandTec is expanding its offerings in the Consumer-Packaged Goods (CPG) and retail sectors. It aims to introduce more offerings to cater to clients in various segments of the retail sector, such as fashion and apparel, convenience stores, Do-It-Yourself (DIY), general and mass merchandise, grocery, pharmaceutical, healthcare, beauty, discount, pet, sports, automotive parts, and consumer electronics segments.
- ◆ **Use Case Support:** DemandTec's platform supports various use cases, such as implementing a fully automated billing process for reducing errors, eliminating the

need for manual labor during reconciliation, leveraging qualitative and quantitative data to create impact analysis reports, and recommending, planning, and executing promotions and advertisements for corporate and independent store operators.

Customer/User Success Strategy

- ◆ DemandTec emphasizes customer success by offering rapid deployment options, such as its " DemandTec Pricing on Demand" service, which provides quick implementation. This service minimizes operational disruption and accelerates ROI. The company also offers dedicated support teams and collaborative tools to ensure that retailers can leverage its platform to maximize margins and meet their business objectives.
- ◆ DemandTec works with strategic partners to deliver implementation and strategic advisory services, broaden global reach, and enhance the scalability of its offerings.

Trend Analysis

- ◆ The key trends influencing the retail pricing market include the increase in the use of AI and machine learning, which have enabled real-time, data-driven pricing decisions and personalized promotions. The increasing focus on omnichannel retailing is also increasing the requirement for unified pricing across online and offline platforms. Additionally, consumer demand for transparency and value is pushing retailers to adopt more adaptive, competitive pricing models, and inflation and supply chain disruptions are driving retailers to adopt dynamic pricing strategies to maintain profitability.
- ◆ DemandTec by Acoustic aligns its offerings with the key trends in the retail pricing and promotions market by leveraging AI and machine learning to enable real-time, data-driven pricing decisions and personalized promotions. It also helps retailers manage dynamic pricing strategies amidst inflation and supply chain disruptions to maintain profitability. Additionally, DemandTec's platform supports omnichannel retailing by providing unified pricing across online and offline platforms.

Final Take

- ◆ DemandTec enables retailers to manage pricing, promotions, and markdowns through its Total Lifecycle Pricing platform. The platform enhances price perception and profitability while enabling rapid implementation with minimal IT requirements. Its AI-driven price optimization solution adapts to real-time market changes and offers demand forecasting, rules-based pricing, and valuable insights into KVIs and KVCs. DemandTec's markdown optimization solution uses machine learning to recommend optimal markdown strategies based on shopper behavior and inventory, improving margins and turnover. It also supports automated, data-driven decision-making across various retail functions.
- ◆ Retailers seeking a comprehensive, AI-driven solution for pricing, promotions, and markdown management, with rapid implementation, from a company expanding across the globe could consider DemandTec's Total Lifecycle Pricing platform.

Engage3

URL: www.engage3.com

Founded in 2008 and headquartered in Davis, California, USA, Engage3 is a provider of a price optimization suite. The company helps brands and retailers optimize prices, enhance their pricing performance, and balance consumers' price image using data science and AI/ML. The company also offers a SaaS-based Price Image Management suite that includes functionalities such as price image optimization, promotion optimization, markdown optimization, and omnichannel Competitive Intelligence (CI).

Engage3 has strengthened its competitive pricing intelligence capabilities with the acquisition of Dexi, a provider of AI-based data extraction and automation solutions.

Analyst Perspective

Key Differentiators

- ◆ Engage3's Price Image Management suite helps retailers strategically optimize their price and promotions to improve price perception. It uses AI and machine learning to provide actionable insights for data-driven pricing decisions. The suite also comprises store clustering and price zone setting features, which enable users to tailor pricing strategies based on demographics and competition. Additionally, it offers scenario modeling capability, which enables retailers to simulate different pricing outcomes and override comparisons, which helps users fine-tune strategies. It also includes tools for customer perception management, which assist users in maintaining a positive price image.
- ◆ Engage3 offers an Omnichannel Customer Intelligence module that helps brands and retailers optimize performance across both in-store and online channels. The module also enables comprehensive data integration from multiple sources, such as audits, web scraping, and POS, for a unified view of omnichannel performance. Additionally, its machine learning and Generative AI-powered item linking capability enables it to match data across channels, while its competitive intelligence reporting capability enables it to track competitor pricing and promotions. Additionally, it comprises price image elasticity models that help brands understand price impact

on consumer perception and real-time analytics that enable live performance tracking. The model also uses automated data capture to ensure accurate, up-to-date visibility into brand execution.

Product Strategy

- ◆ **Technology Roadmap:** Engage3's technology roadmap emphasizes leveraging AI, Machine Learning (ML), and the Efficient Frontier theory to help retailers and brands track and optimize their pricing strategies. The company also aims to advance its AI-driven omnichannel intelligence, including competitive intelligence reporting capability, to provide real-time, data-driven insights for effective decision-making.
- ◆ **Strategic Roadmap:** Engage3's strategic roadmap focuses on revolutionizing pricing and promotions through AI-driven decision-making and omnichannel data integration. The company also aims to provide actionable insights to retailers to help them drive store trips, increase revenue, and optimize margins.

Market Strategy

- ◆ **Geo-expansion Strategy:** Engage3 has a strong presence across North America and has its a large global operations serve 300+ retailers and brands across over 180 countries. The company focuses on growing its footprint in key retail markets by leveraging partnerships and strategic acquisitions of companies such as DEXI, which enhance its data-driven pricing solutions.
- ◆ **Industry Strategy:** Engage3 caters to the retail and consumer goods industries. It primarily focuses on sectors such as grocery, pharmacy, convenience stores, mass merchandisers, and specialty retail. Engage3 also has a strong presence in electronics, auto parts, furniture, apparel and other retail industries.
- ◆ **Use Case Support:** The key use cases of Engage3's Price Image Management suite include competitive price monitoring, price optimization, promotion optimization, markdown and omnichannel performance management. The suite also helps improve price image and design effective promotion strategies.

Customer/User Success Strategy

- ◆ Engage3 focuses on delivering actionable insights and personalized support to ensure clients achieve optimal pricing and competitive advantage. The company emphasizes close collaboration with retailers and brands through dedicated account management and tailored training programs, ensuring smooth integration and effective use of its suite.
- ◆ Engage3 has partnered with several organizations to enhance its pricing intelligence and retail solutions. Its key partners include NielsenIQ for retail data, C&S Wholesale Grocers for visibility strategies, Qsic for AI-driven retail media, and SetSight for retail data management.

Trend Analysis

- ◆ The key trends influencing the retail pricing market include the increase in the use of AI and machine learning, which have enabled real-time, data-driven pricing decisions and personalized promotions. The increasing focus on omnichannel retailing is also increasing the requirement for unified pricing across online and offline platforms. Additionally, consumer demand for transparency and value is pushing retailers to adopt more adaptive, competitive pricing models, and inflation and supply chain disruptions are driving retailers to adopt dynamic pricing strategies to maintain profitability.
- ◆ Engage3 addresses these trends by leveraging AI and machine learning to optimize pricing strategies. The company also integrates omnichannel data to provide users with a holistic view of market performance. Additionally, it provides real-time competitive intelligence to help retailers stay ahead.

Final Take

- ◆ Engage3's Price Image Management suite helps retailers optimize price and promotions using AI and machine learning. The suite offers actionable insights, facilitates store clustering, and enables scenario modeling to fine-tune strategies. The Omnichannel Customer Intelligence module of the suite integrates data from multiple sources to offer a unified view of performance, supported by machine learning-powered item linking. The company's product strategy focuses on AI-driven

optimization and real-time decision-making, while its market strategy emphasizes using competitive intelligence and data integration. Engage3 is pioneering the use of Generative AI to help users better leverage and adopt recommendations and insights from its Price Image Management platform.

- ◆ Users looking for a scalable, data-driven pricing optimization solution from a company with a strong global presence and use cases in industry verticals such as fast-moving consumer goods, convenience retail and pharmaceutical could choose Engage3's Price Image Management suite.

First Insight

URL: <https://www.firstinsight.com>

Founded in 2007 and headquartered in Warrendale, Pennsylvania, USA, First Insight is a provider of SaaS-based voice of the customer (VoC) retail solutions helping businesses make strategic decisions for optimizing strategy, product, pricing & marketing using actionable consumer insights and AI. First Insight offers various solutions, as part of its InsightSUITE platform, such as strategy & planning, design, merchandising & sourcing, pricing, supply chain planning, and marketing & selling.

First Insight's retail pricing solutions help retailers and brands determine optimal initial, promotional & markdown prices for products with the aid of VoC data and predictive analytics. The platform's robust retail pricing capabilities include initial pricing, price optimization, promotion optimization, markdown planning, and margin forecasting.

Analyst Perspective

Key Differentiators

- ◆ First Insight's InsightSUITE platform offers price optimization capability that utilizes advanced analytics to provide optimal price recommendations to the users. The platform helps users segment customers based on region, affinity, and customer purchase history and assists in measuring and predicting the price elasticity of different segments to optimize pricing strategies across each segment. The platform analyzes voice of the customer (VoC) data and internal and external data to provide retailers insights into consumer preferences, perceived value, and customers' willingness to pay. The obtained insights help retailers analyze consumer responses to different prices and product features. Additionally, it allows users to perform simulations to test different pricing scenarios and analyze their impact on KPIs.
- ◆ First Insight's platform offers promotion optimization capability that assists retailers in creating effective promotional strategies using data-driven insights into consumer preferences and promotion performance. The capability helps retailers target the right customers and optimize promotion timing and pricing. Additionally, the platform helps retailers analyze historical promotions for different product categories, customer segments, and channels to determine effective promotions.

Product Strategy

- ◆ **Technology Roadmap:** First Insight's technology roadmap focuses on integrating Voice of Customer (VoC) data with AI to deliver advanced pricing optimization solutions. Their InsightSUITE platform offers forward-looking price/demand curves

based on consumer inputs, allowing retailers to model pricing and promotion strategies effectively. The recent advancements in the platform provide retailers with actionable insights in real-time, aiding them in maximizing margins and reducing markdowns.

- ◆ **Strategic Roadmap:** First Insight's strategic roadmap aims to revolutionize retail pricing and promotions by leveraging AI and predictive analytics. Their goal is to empower retailers with data-driven insights to strategize pre-season price models, cost-engineering initiatives, and in-season promotions confidently. The company emphasizes helping retailers understand customer willingness to pay and improve decision-making accuracy, ultimately driving profitability and improving customer experiences.

Market Strategy

- ◆ **Geo-expansion Strategy:** First Insight has a fair presence in North America followed by EMEA and is actively expanding its footprint in the Asia Pacific region.
- ◆ **Industry Strategy:** From an industry vertical perspective, First Insight serves customers in the distribution sector as well as retail clients in the sporting goods, fashion & apparel, footwear, home goods, mass merchants, and specialty home segments.
- ◆ **Use Case Support:** First Insight's platform supports various use cases, such as creating an effective markdown strategy to maximize sell-through, optimizing sales to maximize price without losing demand, understanding optimal promotional strategy using the VoC, evaluating optimal initial price & predicting the impact of price increase, and optimizing prices based on customer willingness to pay.

Customer/ User Success Strategy

- ◆ First Insight focuses on delivering a seamless user experience by integrating VoC data with AI to create pricing strategies. The company provides comprehensive support, including real-time analytics and an intuitive interface for testing promotions and determining optimal price points.
- ◆ First Insight's partner ecosystem includes companies like Li & Fung, Caleres, Kohl's, Rockport, rue21, Zippo, Intradeco Holdings, and Woolworths. These partnerships utilize First Insight's Voice of Customer platform to enhance product design, pricing, and merchandising strategies through predictive analytics.

Trend Analysis

- ◆ Key trends influencing the retail pricing market include the rise of AI and machine learning, enabling real-time, data-driven pricing decisions and personalized promotions. Inflation and supply chain disruptions are driving retailers to adopt dynamic pricing strategies to maintain profitability. The increasing focus on omnichannel retailing requires unified pricing across online and offline platforms. Additionally, consumer demand for transparency and value is pushing retailers to adopt more adaptive, competitive pricing models.
- ◆ First Insight aligns with key trends in the retail pricing market by leveraging AI and machine learning to provide real-time, data-driven pricing and product insights. Their platform integrates with retail ecosystems to enable dynamic pricing strategies, helping retailers maintain profitability amidst inflation and supply chain disruptions. Additionally, by gathering customer preferences and feedback, First Insight supports personalized promotions and transparent pricing models, meeting the increasing consumer demand for value across both online and offline platforms.

Final Take

- ◆ First Insight's InsightSUITE platform uses advanced analytics to optimize pricing strategies by segmenting customers based on region, affinity, and purchasing behavior. It integrates Voice of Customer (VoC) data with internal and external sources, providing deep insights into consumer preferences and market dynamics. The platform also offers promotion optimization, allowing retailers to target the right customers and channels effectively. Their technology roadmap focuses on AI integration for advanced price optimization and analytics, aiming to improve product strategies and maximize margins while reducing markdowns.

Impact Analytics

URL: <http://www.impactanalytics.co>

Founded in 2015 and headquartered in Linthicum, Maryland, USA, Impact Analytics is a provider of SaaS-based, AI-driven retail automation solutions that help organizations automate complex workflows and obtain actionable insights from the data. Impact Analytics offers various solutions including demand planning, supply chain, merchandising, pricing & promotions, and business intelligence. The company provides PriceSmart, a solution that optimizes the entire pricing lifecycle, from strategy development and base price setting to monitoring performance and managing promotions. Its key functionalities include unified forecasting, a user-friendly interface, and customizable workflow configurations, ensuring seamless integration with various applications.

Analyst Perspective

Key Differentiators

- ◆ Impact Analytics (IA) offers a set based pricing optimization solution that addresses the complexities of the retail pricing lifecycle. It focuses on Rules-Based Pricing, Price Optimization, and Dynamic Price Update, provides a holistic framework for establishing and maintaining a competitive pricing strategy. By leveraging data-driven insights, automated model updates, and tailored solutions, Impact Analytics ensures businesses can navigate market fluctuations.
- ◆ IA's Promotional Pricing solution integrates several techniques to optimize promotional effectiveness. It focuses on Historical Performance Analysis to leverage past data for better planning, employ Powerful Simulations to predict potential outcomes and refine strategies, and ensure synchronization with the Marketing Calendar to align promotional activities with overall marketing efforts. This comprehensive strategy ensures that promotional pricing decisions are data-driven, accurately forecasted, and integrated with broader marketing campaigns, ultimately driving higher customer engagement and profitability.
- ◆ IA offers a clearance pricing solution that begins with strategic goal setting. It establishes targets for different departments or categories and set business rules for minimum and maximum markdowns to quickly evaluate various priorities. With automated decision-making, the system delivers weekly updates on SKU/store recommendations based on sales and inventory data while managing exceptions through pre-set thresholds. Its platform also enables "what-if" scenarios to explore potential outcomes, and a decision dashboard offers comprehensive views across

product hierarchies, configurable reports, and easy integration with downstream systems.

Product Strategy

- ◆ **Technology Roadmap:** Impact Analytics is continuously enhancing its platform with APIs and integrations to connect retailers' data, including Amazon Athena, Snowflake, Google Cloud Platform, Robling, Postgres SQL, Azure, Oracle, and Teradata, among others.
- ◆ **Strategic Roadmap:** IA plans to advance its AI/ML modeling as new techniques emerge, yielding promising results in price optimization. The company aims to enhance exception management with an automated yet collaborative workflow among planners, buyers, and marketing teams while increasing the utilization of additional data sources. Additionally, generative AI will be strategically integrated to improve user interactions with its modules, recommendations, and reporting.

Market Strategy

- ◆ **Geo-expansion Strategy:** Impact Analytics primarily serves a customer base in North America and has plans to expand into the EMEA region next, followed by Latin America.
- ◆ **Industry Strategy:** IA serves customers in the consumer-packaged goods (CPG), industrial manufacturing, and hospitality sectors and retail clients in the fashion & apparel, footwear, eCommerce, food & grocery, supermarkets, jewelry, consumer durables, and entertainment & consumer electronics segments.
- ◆ **Use Case Support:** IA's solutions support various use cases, such as lifecycle pricing, including pre-season, in-season, & end-of-season, automating weekly price recommendations with alerts and exceptions, KVI/KVC, elasticity, affinity, and cannibalization modeling for all types of SKUs using AI/ML, scraping competitive prices, store clustering & customer segmentation, automating price updates in response to cost and competitive price changes, evaluating effectiveness and optimizing promotions, simulating different pricing scenarios, and implementing cross-channel pricing

Customer/ User Success Strategy

- ◆ Impact Analytics assigns a dedicated Customer Success Manager with retail expertise to drive adoption and satisfaction. The company provides regular product upgrades, ensures high system availability, and shares best practices and trends from its experience with various retailers. Additionally, its user group conferences foster networking among clients and offer visibility into the product roadmap with opportunities to influence future developments.

- ◆ IA collaborates with technology partners like Google Cloud for infrastructure, Gurobi for AI modeling and optimization, and Dataweave for competitive pricing data. Their channel partners include Columbus Consulting and Ki-Value, supporting change management, PMO, and implementation efforts.

Trend Analysis

- ◆ Key trends influencing the retail pricing market include the rise of AI and machine learning, enabling real-time, data-driven pricing decisions and personalized promotions. Inflation and supply chain disruptions are driving retailers to adopt dynamic pricing strategies to maintain profitability. The increasing focus on omnichannel retailing requires unified pricing across online and offline platforms. Additionally, consumer demand for transparency and value is pushing retailers to adopt more adaptive, competitive pricing models.
- ◆ Impact Analytics aligns with industry trends by offering granular promotion modeling at the store level, including location-specific details and dynamic promotion types. It enhances demand forecasting by integrating retailers' internal data with external sources like macro-economic indicators, weather, and local events. Its AI/ML-powered forecasting engine automates pre-processing and model selection, while personalized offers and basket-based recommendations leverage transaction-level data. Impact Analytics provides continuous model monitoring and fine-tuning by in-house data scientists, ensuring improved forecast accuracy and optimized pricing recommendations.

Final Take

- ◆ Impact Analytics' PriceSmart optimizes the entire pricing lifecycle with features like rules-based pricing, dynamic updates, and AI/ML-powered forecasting. Its promotional and clearance solutions use historical analysis, simulations, and transaction-level data to drive data-driven decisions. The platform integrates with tools like Google Cloud and Snowflake, with plans to expand AI/ML capabilities and generative AI for better workflows. Impact Analytics serves North America, with plans to grow into EMEA and Latin America, supporting industries like retail, CPG, and hospitality. Its dedicated customer success managers, regular upgrades, and strategic partnerships ensure high customer satisfaction and competitive alignment with market trends.

Intelligence Node

URL: <https://www.intelligence-node.com>

Founded in 2012 and headquartered in San Francisco, California, USA, Intelligence Node is a provider of SaaS-based pricing solutions. It operates in the IT services and IT consulting industry and helps brands and retailers make informed decisions regarding pricing, assortment, brand compliance, and digital shelf performance. The company offers various solutions for pricing & promotions, digital shelf analytics, assortment & inventory availability, and brand protection that leverage AI/ML-driven advanced analytics to help retailers optimize prices, assortments, and product visibility.

Intelligence Node's pricing & promotions solution offers competitive insights to organizations, helping them improve sales with better margins. The company offers robust retail pricing capabilities, such as price optimization, product matching, price monitoring, dynamic pricing, price comparison, and digital shelf analytics.

Analyst Perspective

Key Differentiators

- ◆ Intelligence Node's price optimization capability helps retailers understand the consumers' response to various product pricing levels and determine the optimal price point that maximizes revenue. The capability also helps retailers gain real-time insights into competitive prices for optimizing pricing strategies. It allows retailers to make timely markdowns based on competitors' information, such as out-of-stock inventory. Additionally, it assists retailers by recommending optimal prices based on inventory fluctuations, competitor pricing, and rule-based pricing, thereby improving their sales and margins.
- ◆ Intelligence Node's key technology differentiator is its Digital Shelf Analytics (DSA) solution that enables retailers to review, compare, and optimize product listings, improve search rankings, and increase conversions. The solution helps retailers optimize prices and monitor product availability to enhance customer experience and digital shelf performance.

Product Strategy

- ◆ **Technology Roadmap:** Intelligence Node's technology roadmap is driven by its AI-powered platform that provides real-time insights for pricing and promotions optimization. The platform leverages advanced machine learning and data analytics to allow businesses to track competitive pricing, monitor promotions, and dynamically adjust prices. Intelligence Node's solutions focus on providing timely

pricing updates and suggestions to improve margins, optimize promotions, and maximize revenue.

- ◆ **Strategic Roadmap:** Intelligence Node aims to revolutionize retail pricing by focusing on enabling dynamic, AI-powered pricing strategies that respond instantly to market changes. The company's strategy centers on building a comprehensive retail analytics platform that integrates data on competitive pricing, market trends, and customer behavior to optimize pricing decisions. Intelligence Node continues to enhance its platform's capabilities to support dynamic pricing and competitive benchmarking.

Market Strategy

- ◆ **Geo-expansion Strategy:** From a geographical perspective, Intelligence Node has a presence across North America and Europe.
- ◆ **Industry Strategy:** Intelligence Node serves retail customers in the consumer electronics, fashion & apparel, food & grocery, consumer goods, furniture & home décor, beauty & care, luxury goods, supermarkets, e-pharmacies, toys & gifting, pet supplies, and stationary goods segments.
- ◆ **Use Case Support:** Intelligence Node's solutions support various use cases, such as gaining visibility into competitor price movements and product availability across geographies, optimizing prices based on actionable insights to maximize margins, matching products with competitors for obtaining competitive insights, tracking competitor prices, making price adjustments across SKUs, and Minimum Advertised Price (MAP) monitoring to identify price violations.

Customer/ User Success Strategy

- ◆ The company provides personalized support and tools that enable retailers to harness real-time data for actionable insights. Its platform helps users to achieve rapid ROI by improving pricing agility, increasing margins, and automating promotions management.
- ◆ Intelligence Node partners with firms like BARE International, Pricemoov, and Fractal Analytics to enhance its retail data analytics, AI-driven pricing, and customer experience solutions.

Trend Analysis

- ◆ Key trends influencing the retail pricing market include the rise of AI and machine learning, enabling real-time, data-driven pricing decisions and personalized promotions. Inflation and supply chain disruptions are driving retailers to adopt dynamic pricing strategies to maintain profitability. The increasing focus on

omnichannel retailing requires unified pricing across online and offline platforms. Additionally, consumer demand for transparency and value is pushing retailers to adopt more adaptive, competitive pricing models.

- ◆ Intelligence Node addresses these trends by offering dynamic pricing tools, competitive intelligence, and product matching technologies that allow retailers to adapt swiftly to market changes. This ensures retailers can optimize pricing strategies across channels, improving both customer engagement and profitability.

Final Take

- ◆ Intelligence Node's price optimization technology helps retailers analyze consumer pricing behavior, generate optimal pricing strategies, and gain real-time insights on market competition. Its key differentiator, Digital Shelf Analytics (DSA), allows retailers to optimize product listings and improve search rankings. The technology roadmap is focused on delivering dynamic pricing, product promotion, and competitive benchmarking. Strategic initiatives emphasize AI-powered innovations and real-time pricing analytics, aimed at maximizing sales and enhancing digital shelf performance, resulting in improved margins and customer experience.

Logility

URL: <https://www.logility.com>

Founded in 1996 and headquartered in Atlanta, Georgia, USA, Logility was acquired by American Software in 2009, is a provider of SaaS-based integrated business planning solutions that help businesses automate & optimize their supply chain, respond to market dynamics, and manage their complex operations using AI/ML. It offers various product, demand, inventory, and supply chain planning solutions as part of its Digital® Supply Chain Platform, helping businesses to digitize & optimize their supply chains.

The company's demand planning solutions include a Pricing and Promotion Analysis solution, which assists retailers in understanding the impact of pricing and promotions on demand.

Analyst Perspective

Key Differentiators

- ◆ Logility offers Pricing and Promotion Analysis solution that offers a promotional calendar, which provides users a complete view of promotions and their effect on sales to help retailers predict inventory requirements and meet the demand. It enables users to assess promotion forecast trends and understand the impact of price changes on demand to optimize promotions and maximize sales. Further, it allows users to perform what-if analysis to analyze the impact of price changes on sales and other key metrics.
- ◆ Logility's offers Life Cycle Planning solution, which allows users to forecast market demand for new, short-life, seasonal, and end-of-life products based on various attributes, such as color, price point, and material type. It utilizes attribute-based modeling techniques to predict the demand at each phase of the product's lifecycle. The company enables users to forecast future demand using the causal forecasting technique, which integrates various demand drivers into a single source of truth to enhance the accuracy of forecasts and reduce end-of-season markdowns.

Product Strategy

- ◆ **Technology Roadmap:** Logility's technology roadmap for pricing and promotions optimization focuses on leveraging machine learning and advanced AI techniques to improve pricing decisions and predict promotional impacts. The Logility Price and Promotion solution utilizes price elasticity models and predictive analytics to forecast the effect of promotions on inventory, demand, and sales.

- ◆ **Strategic Roadmap:** Logility's strategic roadmap centers on delivering end-to-end supply chain solutions that integrate pricing and promotions with broader business goals. Their aim is to transition from reactive to proactive planning, where pricing strategies are data-driven, allowing retailers to simulate multiple pricing scenarios before implementation.

Market Strategy

- ◆ **Geo-expansion Strategy:** From a geographical perspective, Logility has a fair presence across North America, and Europe. The company is focusing to strengthen its footprint in the Asia, and Oceanic regions.
- ◆ **Industry Strategy:** Logility serves customers in the apparel, consumer packaged goods (CPG), consumer durables, food & beverage, life sciences, process manufacturing, electronics & high-tech, retail, service parts, and wholesale distribution sectors.
- ◆ **Use Case Support:** Logility's solutions support various use cases, such as comparing actual sales with the predicted ones to adjust pricing & promotions, plan markdown cadences by category, and utilize advanced analytics & reporting to help retailers make better pricing decisions.

Customer/ User Success Strategy

- ◆ Logility ensures customer success through its comprehensive support and training. Logility's AI-driven forecasting tools help customers reduce errors and improve the accuracy of demand planning, allowing retailers to make more informed pricing decisions.
- ◆ Logility's partners include major consulting firms like Deloitte, PwC, and EY, alongside technology partners such as Microsoft and Neo4j. They also collaborate with value-added partners like Demand Solutions to enhance their retail optimization offerings.

Trend Analysis

- ◆ Key trends influencing the retail pricing market include the rise of AI and machine learning, enabling real-time, data-driven pricing decisions and personalized promotions. Inflation and supply chain disruptions are driving retailers to adopt dynamic pricing strategies to maintain profitability. The increasing focus on omnichannel retailing requires unified pricing across online and offline platforms. Additionally, consumer demand for transparency and value is pushing retailers to adopt more adaptive, competitive pricing models.

- ◆ Logility aligns with current retail trends by leveraging AI and machine learning for dynamic pricing and demand forecasting, which addresses the shift towards data-driven decision-making. Their omnichannel strategy supports seamless integration across both physical and digital platforms, meeting consumer expectations for consistent pricing experiences.

Final Take

- ◆ Logility's Pricing and Promotion Analysis solution provides a detailed view of promotions' impacts on inventory, helping users optimize pricing strategies. Their Life Cycle Planning tool allows forecasting based on product attributes and integrates various demand drivers for accurate forecasting. The technology roadmap emphasizes leveraging machine learning for price elasticity and promotional impact prediction. The strategic roadmap focuses on transitioning from reactive to proactive planning, aligning pricing with inventory, demand, and sales, providing end-to-end supply chain optimization.

Oracle

URL: <https://www.oracle.com/industries/retail>

Founded in 1977 and headquartered in Austin, Texas, USA, Oracle Retail is a provider of SaaS-based solutions helping retailers manage their businesses, improve customer experiences, simplify operations, and make better business decisions. Oracle offers various retail solutions, including stores & omnichannel, marketing, POS systems, merchandise operations management, planning & optimization, supply chain management, brand compliance management, AI & analytics, enterprise resource planning, and human capital management.

The company offers the Oracle Retail Promotion, Markdown & Offer Optimization solution as part of the Retail AI Foundation platform that assists retailers in optimizing their promotions and markdowns for maximizing sales, improving margins, and reducing inventory.

Analyst Perspective

Key Differentiators

- ◆ Oracle Retail's Promotion, Markdown & Offer Optimization solution assists retailers in creating & optimizing targeted offers for specific customer segments and provides promotion, markdown & targeted offer recommendations to the users. The recommendations help users increase revenue, improve inventory sell-through, and meet forecasted sales. The solution utilizes AI/ML to evaluate the performance of past promotions & recommends the optimum promotional channel where historical promotions were effective. Additionally, it allows users to create and compare different promotional & markdown scenarios and assess their impact on the key performance indicators (KPIs) such as sales, margins, and inventory. This enables users to make informed decisions about their promotional and markdown strategies.
- ◆ Oracle Retail's key technology differentiator is its comprehensive Retail Insights solution that provides retailers with consumer insights to better understand their customers, provide personalized recommendations, optimize the business performance using advanced analytics, and improve decision-making.

Product Strategy

- ◆ **Technology Roadmap:** Oracle is continuously enhancing its Retail Promotion, Markdown, and Offer Optimization Cloud Services. These services integrate advanced AI and machine learning to optimize pricing strategies by dynamically adjusting prices based on real-time data, such as inventory levels, competitor pricing, and customer behavior. The platform includes Price Hub, which automates pricing updates across thousands of products, and predictive analytics that model the potential impact of price changes on margins and sales.
- ◆ **Strategic Roadmap:** Oracle's strategic focus is on transforming pricing and promotions from tactical operations into strategic tools for driving growth. The Oracle Retail Promotion Engine Cloud Service helps retailers streamline promotional strategies, allowing for consistent, omnichannel execution of offers. By using real-time data, predictive analytics, and rule-based algorithms, Oracle aims to help retailers maintain competitive pricing while optimizing their promotions to drive customer loyalty and profitability.

Market Strategy

- ◆ **Geo-expansion Strategy:** From a geographical perspective, Oracle Retail has a strong presence across North America, South America, and Europe. The company is focusing on key markets such as Asia, Africa, and Oceania to drive growth and increase market share.
- ◆ **Industry Strategy:** Oracle Retail serves retail clients in the fashion, grocery, specialty, and consumer durables segments.
- ◆ **Use Case Support:** Oracle Retail's solution supports various use cases, such as optimizing pricing strategies to maximize revenue & margins, identifying the right products to promote & markdown during each season, creating & delivering personalized promotional offers to customers, and managing omnichannel promotions

Customer/ User Success Strategy

- ◆ Oracle focuses on delivering real-time, AI-powered pricing insights that enable retailers to make informed decisions. Their Oracle Retail Customer Management and Segmentation Foundation Cloud Service allows businesses to target high-potential customer segments for promotions. Oracle's cloud services ensure that users can adapt pricing and promotional strategies based on evolving market conditions, ensuring quick ROI and operational success.
- ◆ Oracle partners with a wide range of organizations, including global consulting firms such as Accenture, Deloitte, and Capgemini, to provide advanced retail solutions.

Other partners like Adyen, Cayan, and CyberSource focus on payment systems, while companies like BTM Global, Retail Consult, and Logic Information Systems offer retail system integration services.

Trend Analysis

- ◆ Key trends influencing the retail pricing market include the rise of AI and machine learning, enabling real-time, data-driven pricing decisions and personalized promotions. Inflation and supply chain disruptions are driving retailers to adopt dynamic pricing strategies to maintain profitability. The increasing focus on omnichannel retailing requires unified pricing across online and offline platforms. Additionally, consumer demand for transparency and value is pushing retailers to adopt more adaptive, competitive pricing models.
- ◆ Oracle aligns with key retail trends by leveraging AI and machine learning to enhance customer experience, optimize pricing, and streamline operations. Its Retail AI Foundation supports real-time data analytics, enabling precise demand forecasting and personalized product assortments that meet consumer preferences. Oracle's solutions also emphasize sustainability and the shift towards circular retail, helping retailers reduce waste and offer eco-friendly options. Additionally, Oracle supports the growth of omnichannel experiences, improving the integration of in-store and online shopping for a seamless customer journey.

Final Take

- ◆ Oracle Retail's Promotion, Markdown & Offer Optimization solution leverages AI and machine learning to create and optimize targeted promotions, markdowns, and offers, improving sales and inventory sell-through. It uses historical performance data and KPIs to make data-driven decisions on pricing and promotions. The Retail Insights solution provides retailers with consumer insights to enhance decision-making and optimize business performance. In terms of product strategy, Oracle focuses on continuous AI enhancements, integrating dynamic pricing updates via the Price Hub. For market strategy, Oracle positions its solutions to meet the needs of retailers globally by providing advanced analytics to maximize margins and adapt to real-time market changes.

Periscope By Mckinsey

URL: [Periscope By Mckinsey](#)

Founded in 2007 and headquartered in New York, USA, Periscope® by McKinsey is a part of McKinsey & Company's Growth, Marketing, and Sales practice. Periscope by McKinsey combines intellectual property, prescriptive analytics, cloud-based tools, and expert support to drive revenue growth. The company's platform offers marketing solutions, customer experience solutions, category solutions, B2B and B2C pricing solutions, and sales solutions that combine advanced analytics and cloud-based tools to improve profitability.

Periscope's B2C pricing solution suite includes Market Vision, which offers competitive price intelligence; Price Advisor, which enables omnichannel pricing optimization; Promotion Advisor, which facilitates end-to-end promotional planning, plan optimization, vendor collaboration and efficient workflow; and Markdown Advisor, which assists with end-of-season clearance optimization. The entire suite is built on a common data backbone and advanced AI/ML algorithms that help retailers make strategic pricing decisions.

Analyst Perspective

Key Differentiators

- ◆ Periscope by McKinsey offers the Market Vision solution that leverages Generative AI (GenAI) based multimodal algorithms for enhanced categorization, attribution, and product matching. The solution also utilizes AI-driven image descriptions to improve accuracy in product identification. Additionally, Periscope's multimodal GenAI engine provides competitive matching intelligence by analyzing diverse product data and delivering comprehensive pricing comparisons with competitors, empowering retailers to make informed decisions in a fast-changing market.
- ◆ Periscope by McKinsey's Promotion Advisor solution optimizes segmented promotions through a four-step process: customer segmentation, tracking promotion effectiveness, optimizing plans, and delivering targeted offers. The solution uses data-driven insights to collect, clean, and validate data for accurate planning and

analysis. It helps retailers efficiently allocate promotional spend, forecast outcomes, and compare scenarios to pick the better strategy. The solution also performs integrated workflow management to ensure smooth execution. Additionally, its vendor collaboration support and use of machine learning further enables it to optimize promotional plans efficiently for improved effectiveness.

Product Strategy

- ◆ **Technology Roadmap:** Periscope by McKinsey is investing in several key technological advancements, such as real-time data exchange to support faster dynamic pricing and the integration of the latest LLM and GPT advancements for enhanced insights and data summarization. The company is also focusing on prescriptive analytics to build solvers and optimizers tailored to business goals and constraints. Additionally, Periscope is expanding its Azure cloud-native capabilities, with plans to implement Azure Kubernetes Service (AKS) across all platform components for improved scalability and performance.
- ◆ **Strategic Roadmap:** Periscope by McKinsey is enhancing its cross-lifecycle capabilities by integrating pricing and promotions to provide a holistic approach to retail merchandising. Leveraging AI and ML advancements, Periscope also aims to improve strategy execution and decision-making. Additionally, the company is investing in modules such as intelligent master data management, relationships management, and price execution to deliver comprehensive end-to-end pricing and promotion management solutions.

Market Strategy

- ◆ **Geo-expansion Strategy:** Periscope by McKinsey has an established global presence and serves retailers across various markets and industries. The company is actively expanding its reach with the aim of growing in both existing and emerging markets to further strengthen its position in the retail sector.
- ◆ **Industry Strategy:** Periscope by McKinsey is enhancing its solution set to cater to the fashion and apparel sector while also targeting smaller retailers in other sectors. The company has also enhanced its ability to forecast and manage the impact of promotions across various product categories, including specialized areas such as

meat pricing and promotions for grocers, Direct Store Delivery (DSD) promotions, and shipper promotions for broader retail segments.

- ◆ Use Case Support: Periscope by McKinsey's solutions for pricing, promotion planning, and trade management assist businesses in optimizing the pricing lifecycle through data-driven insights and automation. Additionally, the solutions support experimentation with pricing strategies and enable effective management of complex pricing structures with master data management.

Customer/User Success Strategy

- ◆ Periscope by McKinsey works with clients throughout their transformation journey, from deployment and training to ongoing innovation and adoption cycles. Its cloud-based solutions enable continuous platform improvements, data refreshes, and the seamless rollout of upgrades across all clients. Additionally, the solution offers configuration flexibility, which enables clients to tailor or hide features based on their specific needs while ensuring consistent feature availability.
- ◆ Periscope by McKinsey collaborates with technology partners such as Microsoft (Azure, PowerBI) and Databricks to enhance its platform with advanced cloud and data capabilities.

Trend Analysis

- ◆ The key trends influencing the retail pricing market include the increase in the use of AI and machine learning, which have enabled real-time, data-driven pricing decisions and targeted promotions. The increasing focus on omnichannel retailing is also increasing the requirement for unified pricing across online and offline platforms. Additionally, consumer demand for transparency and value is pushing retailers to adopt more adaptive, competitive pricing models, and inflation and supply chain disruptions are driving retailers to adopt dynamic pricing strategies to maintain profitability.
- ◆ Periscope by McKinsey helps retailers enhance pricing strategies and maximize margins by using Key Value Item (KVI) analysis and background data. Its solution integrates advanced analytics, AI, and assortment optimization to help retailers balance promotions and pricing for greater differentiation. Through robust

automation and AI-driven insights, Periscope also simplifies pricing decisions, enabling merchants to focus on high-value activities. Additionally, the company uses event streams and workflow automation to support dynamic pricing, ensuring retailers can adapt quickly in an omnichannel world with segmented pricing approaches.

Final Take

- ◆ Periscope by McKinsey provides comprehensive B2C pricing and promotion optimization solutions by leveraging AI and multimodal algorithms through its solutions, namely Market Vision, Price Advisor, Promotion Advisor and Markdown Advisor. These solutions enable accurate product identification, dynamic pricing, and efficient promotion management, empowering retailers to optimize strategies and make informed decisions. The solutions also support real-time data exchange and automation, enhancing operational efficiency. Periscope's product strategy focuses on incorporating AI, GPT advancements, and cloud-native capabilities to continuously improve its solutions. Its market strategy emphasizes expanding globally across various retail sectors to ensure broad applicability and competitive advantage in fast-changing markets.
- ◆ Users looking for AI-driven comprehensive solutions for dynamic pricing, targeted promotions, and real-time data insights could choose Periscope by McKinsey's B2C pricing solutions. Its continuous investment in AI and cloud-native technologies ensures scalability, and its dedicated customer support throughout the transformation process makes it a valuable long-term partner.

RELEX Solutions

URL: www.relexsolutions.com

Founded in 2005 and headquartered in Helsinki, Finland, RELEX Solutions is a provider of supply chain and retail planning solutions. The company's SaaS-based solutions help retailers and consumer goods manufacturers align and optimize demand, merchandise, supply chain, production and operations planning across the end-to-end value chain. It offers various solutions as part of its unified supply chain and retail planning platform, including solutions for demand planning, merchandising, supply chain management, production planning and optimization, and operations management.

RELEX Solutions's unified pricing and promotion planning solution integrates seamlessly with its supply chain management solution, ensuring that promotions align with inventory levels to prevent stockouts or overstocking.

Analyst Perspective

Key Differentiators

- ◆ RELEX Solutions's AI-driven price optimization solution empowers retailers with flexible rule settings that enable them to customize pricing strategies based on specific objectives such as margins and competitiveness. The solution also provides optimized price recommendations using predictive analytics and price elasticity modeling. Additionally, it offers scenario-testing tools that enable retailers to assess the impact of price changes on sales and margins. The solution's streamlined pricing process improves transparency with collaboration tools, while its AI forecasting aligns pricing strategies with business goals and improves the bottom line. The solution also delivers rapid ROI by integrating pricing, supply chain, and operations for comprehensive retail planning.
- ◆ RELEX Promotion Planning & Optimization solution empowers retailers to plan, analyze, and execute promotional campaigns more effectively. It integrates three key capabilities: Evaluate, Plan, and Optimize. Evaluate allows users to analyze past promotions and forecast future performance, considering factors like baseline sales, switching, stockpiling, and halo effects. Plan facilitates end-to-end campaign

planning, ensuring coordination and adherence to business rules. Optimize helps maximize sales and profit by recommending the best products and discount depths for promotions. This comprehensive approach ensures higher sales, improved profit margins, and more predictable promotion outcomes.

- ◆ RELEX Promotion Planning & Optimization solution empowers retailers to plan, analyze, and execute promotional campaigns more effectively. It integrates three key capabilities: Evaluate, Plan, and Optimize. Evaluate allows users to analyze past promotions and forecast future performance, considering factors like baseline sales, switching, stockpiling, and halo effects. RELEX Plan facilitates end-to-end campaign planning, ensuring coordination and adherence to business rules. RELEX Optimize helps maximize sales and profit by recommending the best products and discount depths for promotions. This comprehensive approach ensures higher sales, improved profit margins, and more predictable promotion outcomes.

Product Strategy

- ◆ Technology Roadmap: RELEX Solutions focuses on integrating AI-driven price elasticity modeling and predictive analytics to deliver precise and informed pricing decisions. The company has developed its scenario testing tools to enable retailers to analyze the impact of pricing changes on margins, sales, and market competitiveness. Through these innovations, the company aims to provide retailers with the ability to automate and customize pricing strategies across different regions and channels while also unifying pricing with promotion planning.
- ◆ Strategic Roadmap: RELEX Solutions's strategic roadmap focuses on creating a unified solution that seamlessly integrates pricing and promotion planning, supply chain management, and inventory management. The company also aims to enhance its AI-driven decision-making capabilities to further optimize pricing and promotion processes, ensuring retailers can dynamically respond to market shifts and consumer demands.

Market Strategy

- ◆ Geo-expansion Strategy: RELEX Solutions aims to expand its global footprint further through strategic partnerships and by serving major retailers in North America and the EMEA region.

- ◆ **Industry Strategy:** RELEX Solutions is expanding its offerings across various industry verticals, such as pharmacy and healthcare, retail, wholesale and distribution, general merchandise, and food and beverages.
- ◆ **Use Case Support:** RELEX Solutions's pricing and promotions optimization solution supports a wide range of use cases, such as promotion planning, supply chain synchronization, and pricing optimization, and markdown and clearance optimization.

Customer/ User Success Strategy

- ◆ RELEX Solutions ensures customer success through a dedicated support structure, which includes software upgrades, real-time data insights, and comprehensive onboarding processes. The company's approach emphasizes ease of use, quick ROI, and continuous engagement to maximize the effectiveness of its solutions for clients.
- ◆ RELEX Solutions collaborates with a diverse network of partners, including consulting and system integrators such as Accenture, CGI, and PWC, who help clients efficiently implement and optimize its solutions. Additionally, RELEX Solutions works with solution extension partners, such as Movista, and PredictHQ, to enhance the functionality of its solutions using integrated technologies and applications.

Trend Analysis

- ◆ The key trends influencing the retail pricing market include the increase in the use of AI and machine learning, which have enabled real-time, data-driven pricing decisions and personalized promotions. The increasing focus on omnichannel retailing is also increasing the requirement for unified pricing across online and offline platforms. Additionally, consumer demand for transparency and value is pushing retailers to adopt more adaptive, competitive pricing models, and inflation and supply chain disruptions are driving retailers to adopt dynamic pricing strategies to maintain profitability.
- ◆ RELEX Solutions addresses trends in pricing and promotions optimization by offering an AI-driven platform with dynamic pricing flexibility. It integrates pricing and promotion planning to ensure seamless alignment across supply chain and inventory

management. Additionally, its AI-powered predictive analytics and scenario testing tools enable retailers to simulate outcomes and make data-driven decisions to optimize profits and meet business goals.

Final Take

- ◆ RELEX Solutions's AI-driven pricing and promotions solution enables retailers to create flexible pricing strategies aligned with business goals using predictive analytics and price elasticity modeling. Its scenario testing tools enable the evaluation of price impacts on sales and margins, while its pricing and promotions capabilities empowers retailers to plan, analyze, and execute promotional campaigns more effectively. Additionally, the company's product strategy emphasizes integrating AI and real-time data to enhance decision-making across pricing and promotions, thereby ensuring alignment with broader supply chain operations. RELEX Solutions's market strategy focuses on offering a unified solution that ties pricing, promotions, and inventory management together, driving rapid ROI and improving overall retail performance.
- ◆ Users seeking a retail pricing and promotions solution that is scalable, data-driven, and collaborative from a company with a strong customer base across grocery, general merchandise, and fashion industries in North America and EMEA could consider RELEX Solutions's AI-powered solution.

Retalon

URL: <https://retalon.com>

Founded in 2002 and headquartered in Toronto, Ontario, Canada, Retalon is a provider of SaaS-based solutions that help businesses manage complex challenges in planning, inventory, supply chain, pricing & promotions, and fulfillment. Retalon offers various solutions including retail planning & pricing, inventory management, supply chain management, and order fulfillment. Retalon's unified retail pricing solution utilizes AI to assist retailers in optimizing prices throughout the product lifecycle. The pricing solution helps retailers set initial prices, and optimize prices across multiple channels, store types, & products, in addition to optimizing promotions and markdowns. The solution offers robust retail pricing capabilities including price management & optimization, promotion optimization, and markdown optimization.

Analyst Perspective

Key Differentiators

- ◆ Retalon offers price optimization capability helping retailers set optimal prices for products by leveraging advanced analytics. The solution helps users dynamically adjust prices by automatically recommending price changes due to changes in cost, competitors' pricing, or the introduction of new products. The solution accounts for product relationships such as items of different sizes, brands, and labels to automatically adjust prices across the product family based on the pricing rules set by users and prevent product cannibalization. Furthermore, it aids retailers in managing price zones, store clusters & multiple currencies and allows users to account for competitive prices in specific products or categories for competitive positioning.
- ◆ Retalon provides promotions management solution assisting users in evaluating the performance of past promotions, generating accurate demand forecasts, and performing what-if analysis for analyzing the impact of future promotions. The solution incorporates various factors including product cannibalization, holidays, events, seasonality, price elasticity, promotion types, and other influencing factors to optimize promotions for a wide range of goals such as for traffic generation or maximizing margin. It recommends promotions at a granular level such as at the store or SKU level. Additionally, it considers inventory levels, future demand, promotions, and open orders to recommend incremental inventory for running a successful promotion.

- ◆ Retalon also offers markdown optimization capability that utilizes AI for analyzing customer demand & sell-through for each item to determine markdown products and recommend optimal markdown prices. The solution aids users in identifying factors influencing sales at each store or SKU to create an optimum markdown strategy. The solution also allows retailers to set triggers based on inventory levels, product performance, and forecasted sales for automatically executing markdowns. Furthermore, it aids users in simulating various markdown scenarios to review the impact on the key performance indicators (KPIs) and analyze their performance while optimizing for gross margin, sales, sell-through, and inventory.

Product Strategy

- ◆ **Technology Roadmap:** Retalon is leveraging AI and advanced analytics to enhance retail operations. Their technology roadmap includes AI-driven sales forecasting and demand planning, omnichannel fulfillment optimization, dynamic pricing and promotion optimization to boost gross margins, and smart management of complex logistics, including reverse logistics.
- ◆ **Strategic Roadmap:** Retalon's strategic roadmap focuses on omnichannel retailing and AI-driven solutions. Key components include enhancing customer experience through personalization and loyalty programs, utilizing AI-powered analytics to improve decision-making and operational efficiency, and setting SMART goals to align business objectives with measurable outcomes. Additionally, they prioritize investing in innovation, even during economic downturns, to maintain a competitive edge.

Market Strategy

- ◆ **Geo-expansion Strategy:** Retalon's positioning as a Toronto-based company indicates potential interest in expanding into North American and global markets. Their technology, particularly in the context of omnichannel retailing, suggests they are prepared to cater to a wider audience as the demand for sophisticated retail solutions grows.
- ◆ **Industry Strategy:** Retalon serves customers in the consumer-packaged goods (CPG) sector as well as retail clients in the fashion & apparel, specialty & gifts, wine & liquor, pets, department stores, sports & recreation, furniture & home, books, and jewelry & accessories segments.
- ◆ **Use Case Support:** Retalon's solution supports various use cases, such as generating accurate forecasts for optimizing promotions, dynamic pricing for automatically adjusting prices based on real-time changes in external factors and optimizing markdowns for improving gross margins.

Customer/ User Success Strategy

- ◆ Retalon's customer success strategy emphasizes thorough training and support to help users fully utilize AI solutions. They conduct regular KPI reviews and check-ins to track progress and ROI, aligning user goals with best practices through testing and continuous learning. A key focus is on maximizing customer satisfaction by using optimized inventory availability as a competitive advantage.
- ◆ Retalon collaborates with various retail brands to implement its AI-driven solutions, thereby creating a robust partnership ecosystem. They integrate their technology with platforms like Microsoft Dynamic 365, indicating a focus on forming strategic alliances that can enhance their market presence and technical capabilities.

Trend Analysis

- ◆ Key trends influencing the retail pricing market include the rise of AI and machine learning, enabling real-time, data-driven pricing decisions and personalized promotions. Inflation and supply chain disruptions are driving retailers to adopt dynamic pricing strategies to maintain profitability. The increasing focus on omnichannel retailing requires unified pricing across online and offline platforms. Additionally, consumer demand for transparency and value is pushing retailers to adopt more adaptive, competitive pricing models.
- ◆ Retalon aligns with key trends in the retail pricing and promotions market. Their AI-powered solutions enable real-time pricing optimization and personalized promotions to enhance customer engagement. In response to inflation and supply chain challenges, Retalon supports dynamic pricing strategies to maintain profitability. Their omnichannel integration ensures consistent pricing across online and offline platforms. Additionally, Retalon emphasizes transparency by using data-driven insights to create competitive, adaptive pricing models.

Final Take

- ◆ Retalon leverages AI-powered solutions for optimizing retail operations, including dynamic pricing, promotion, and markdown management across the product lifecycle. Their product strategy emphasizes seamless omnichannel fulfillment, AI-driven forecasting, price optimization, and integration with ERP systems like Microsoft Dynamics 365. Market strategy focuses on serving diverse retail sectors such as fashion, liquor, furniture, and specialty stores—while targeting expansion across North America. Retalon's alignment with market trends includes dynamic pricing strategies to combat inflation, personalization to enhance customer loyalty, and omnichannel consistency. They prioritize customer success through thorough training, KPI reviews, and data-driven insights for adaptive, competitive pricing models.

Revionics (an Aptos Company)

URL: <http://www.revionics.com>

Founded in 2002 and headquartered in Austin, Texas, USA, Revionics is a provider of SaaS-based solutions for pricing, promotions, markdowns, and competitive insights. Revionics was acquired by Aptos in 2020. Its cloud-based price optimization solutions serve as an extension to Aptos's Merchandise Lifecycle Management suite, enabling retailers to optimize every aspect of the product lifecycle. The company offers various retail pricing solutions, such as Base Price Intelligence, Promotion Intelligence, and Markdown Intelligence, helping retailers optimize prices throughout the product lifecycle using advanced analytics.

Revionics helps retailers manage and optimize strategies for omnichannel pricing, promotions, and markdowns. They provide robust retail pricing capabilities, including price management, planning & optimization, dynamic pricing, promotion effectiveness, planning & optimization, and short & long-life markdown.

Analyst Perspective

Key Differentiators

- ◆ Revionics's Base Price Intelligence solution offers advanced price management capabilities, enabling retailers to execute dynamic pricing strategies with AI/ML-driven insights. It supports granular price adjustments, from product categories to SKUs, and optimizes local, regional, and global pricing. The solution predicts customer willingness to pay, forecasts demand changes, and recommends optimal prices based on user-defined rules and constraints. Its Intra-day pricing adjustments respond to market and competitor trends in real-time. Additionally, scenario simulations help retailers analyze the impact on key performance indicators (KPIs) such as sales and margins, ensuring profitability while maintaining competitiveness.
- ◆ Revionics offers Markdown Optimization solution that leverages AI to optimize the timing and depth of markdowns, ensuring efficient inventory clearance while maximizing profits. Its Strategic markdown helps to prevent out-of-season stock buildup and enhances sell-through, market conditions and inventory levels are dynamically factored into markdown adjustments to maintain relevance. The solution supports various markdown scenarios, such as end-of-life and seasonal clearance, tailoring strategies accordingly. It is Integrated into Revionics' lifecycle pricing strategy, simplifies decision-making and uncovers profit opportunities across the product lifecycle.

Product Strategy

- ◆ **Technology Roadmap:** Revionics' technology roadmap focuses on leveraging AI and advanced data science to power its pricing, promotions, and markdown optimization solutions. The company integrates AI and machine learning models to provide real-time price optimization, helping retailers make data-driven decisions based on market trends and customer behaviors.
- ◆ **Strategic Roadmap:** Revionics' strategic roadmap is aimed at enabling retailers to optimize pricing strategies across the entire product lifecycle. The company focuses on enhancing its AI-driven pricing solutions to support omnichannel retailing and competitive pricing. Revionics' goal is to help retailers navigate pricing complexities, optimize promotions, and drive profitability while aligning pricing with broader business objectives.

Market Strategy

- ◆ **Geo-expansion Strategy:** Revionics, has a strong presence in North America and Europe, and trying to penetrate in Latin America, and the Asia-Pacific regions as well.
- ◆ **Industry Strategy:** Revionics serves multiple retail verticals, including grocery, home improvement, pharmacy, and convenience stores. It provides AI-driven pricing optimization, helping retailers improve margins, manage inventory, and respond to market changes.
- ◆ **Use Case Support:** Revionics's solutions support various use cases, such as developing zone-specific pricing strategies based on customers' value perception, maximizing margins through data-driven price optimization, strengthening competitive positioning with customercentric pricing, and improving pricing efficiency using optimization.

Customer/ User Success Strategy

- ◆ Revionics places a strong emphasis on customer success by offering robust analytics and AI-driven insights to help retailers achieve clarity and confidence in their pricing decisions. With advanced AI models, Revionics enables retailers to forecast demand, adjust prices dynamically, and optimize promotions. The company offers a collaborative approach with continuous support and strategic consulting, ensuring that clients maximize their ROI and operational efficiency.
- ◆ Revionics partners with Google Cloud to offer its pricing solutions on Cloud Marketplace, enabling scalable, secure optimization for retailers. It also collaborates with SADA Systems to enhance platform capabilities, improve customer support, and enable faster implementations.

Trend Analysis

- ◆ Key trends influencing the retail pricing market include the rise of AI and machine learning, enabling real-time, data-driven pricing decisions and personalized promotions. Inflation and supply chain disruptions are driving retailers to adopt dynamic pricing strategies to maintain profitability. The increasing focus on omnichannel retailing requires unified pricing across online and offline platforms. Additionally, consumer demand for transparency and value is pushing retailers to adopt more adaptive, competitive pricing models.
- ◆ Revionics aligns with key retail pricing trends by leveraging AI and machine learning to drive **data-driven pricing** decisions by offering tools for intraday pricing adjustments, scenario testing, and personalized pricing based on customer demand patterns. These features help retailers stay agile in a fast-paced retail environment, allowing them to adjust promotions and pricing dynamically to maximize profitability while maintaining customer satisfaction. Additionally, the company's focus on **personalization** and optimizing pricing across **lifecycle stages** enables retailers to meet evolving customer expectations and optimize profitability.

Final Take

- ◆ Revionics excels in providing AI-driven retail pricing solutions, including Base Price Intelligence, Promotion Intelligence, and Markdown Optimization. These tools enable dynamic pricing, granular adjustments, and real-time market responsiveness to maximize profitability. Its scenario simulations help retailers evaluate pricing strategies' impact on key performance indicators like sales and margins. Revionics' Markdown Optimization solution further enhances inventory clearance while minimizing waste by strategically timing markdowns. Integrated into lifecycle pricing, it supports profitability throughout the product lifecycle, aligning well with emerging retail trends.
- ◆ Users seeking a real-time dynamic pricing & promotion solutions that is scalable and AI driven, expanding in APAC and LATAM regions and use cases in industry verticals like retail, Food & Beverage, pharmacy and Consumer Goods should choose Revionics solutions.

SAP

URL: <http://www.sap.com>

Founded in 1972 and headquartered in Walldorf, Baden-Württemberg, Germany. SAP is a provider of enterprise-grade applications to manage business operations and customer relations. SAP offers various software products such as enterprise resource planning (ERP), customer relationship management (CRM) & customer experience, supply chain, financial, spending, human capital, and sustainability management.

SAP provides Dynamic Pricing by GK and Omnichannel Promotion Pricing solutions, as part of its CRM & Customer Experience suite, helping businesses improve their pricing and promotion strategies. The solutions offer robust retail pricing capabilities such as dynamic price optimization, promotional pricing, and markdown planning.

Analyst Perspective

Key Differentiators

- ◆ SAP offers the Dynamic Pricing solution that analyzes real-time data including store & transaction data, business targets, competitor prices, seasonal trends, and weather to provide optimal price recommendations using AI. SAP's Dynamic Pricing solution enables users to create pricing rules and configure pricing strategies for specific customer segments. The solution helps users simulate the impact of different pricing strategies on the KPIs. Additionally, it provides intuitive dashboards that allow users to review changes in performance metrics such as sales, margin, customer traffic, and conversion rates for evaluating pricing performance.
- ◆ SAP's provides Trade Management solution that provides CPG businesses with trade promotion planning & management and advanced trade management analytics capabilities. The solution helps businesses plan & execute trade promotions and track the performance of their promotions to make adjustments when required. Additionally, it maximizes trade investment based on promotion timelines, strategies & volume drivers, and improves the efficiency of trade investment by optimizing fund allocations.

Product Strategy

- ◆ **Technology Roadmap:** SAP's strategy emphasizes integrating AI and machine learning to enhance retail pricing and promotions. The technology is designed to provide real-time pricing optimization across omnichannel platforms, allowing retailers to maximize trade spend, improve promotional accuracy, and optimize price points based on predictive analytics. SAP also focuses on automation and scenario planning to refine promotional campaigns.
- ◆ **Strategic Roadmap:** SAP's strategic roadmap aims to transition retail pricing from reactive to proactive by leveraging data-driven insights. This involves using AI to optimize pricing decisions across stores and channels, improving sales and profitability. The strategy supports both short-term gains in promotional efficiency and long-term growth through consistent omnichannel customer experiences.

Market Strategy

- ◆ **Geo-expansion Strategy:** SAP continues to expand its global reach in North America, EMEA and APAC by leveraging its cloud-based solutions and partnerships. It supports multi-language and multi-currency operations to cater to diverse markets, and its integration with global ERP systems enables retailers to deploy solutions across various regions.
- ◆ **Industry Strategy:** SAP serves customers in the transportation & logistics, chemicals, consumer products, engineering construction & operations, fashion, healthcare, high-tech, industrial manufacturing, life sciences, media & entertainment, mining, oil, gas & energy, passenger travel & leisure, real estate, retail, sports & entertainment, telecommunications, energy utilities, and wholesale distribution sectors.
- ◆ **Use Case Support:** SAP's solutions support various use cases, such as establishing a single source of truth for price & inventory data, obtaining real-time insights into promotions planning & execution, and improving planning, performance & effectiveness of promotional campaigns.

Customer/ User Success Strategy

- ◆ SAP helps retailers improve their ROI by providing personalized support, embedded teams, and expert consulting services. Their approach includes delivering real-time customer insights and promotional effectiveness analytics, which allow retailers to tailor promotions to specific customer segments and track the success of campaigns.
- ◆ SAP's partner ecosystem includes leading global firms like Microsoft, Accenture, and IBM, which collaborate on digital transformation, cloud solutions, and AI innovations.

The PartnerEdge program allows partners to build, sell, service, and run SAP technologies while customizing solutions for local and global needs.

Trend Analysis

- ◆ Key trends influencing the retail pricing market include the rise of AI and machine learning, enabling real-time, data-driven pricing decisions and personalized promotions. Inflation and supply chain disruptions are driving retailers to adopt dynamic pricing strategies to maintain profitability. The increasing focus on omnichannel retailing requires unified pricing across online and offline platforms. Additionally, consumer demand for transparency and value is pushing retailers to adopt more adaptive, competitive pricing models.
- ◆ SAP aligns with key trends in retail pricing and promotions optimization by leveraging AI, omnichannel integration, and real-time analytics. Their solutions, like SAP Omnichannel Promotion Pricing, ensure consistent pricing across all sales channels and use predictive analytics to optimize promotions. Additionally, SAP integrates sustainability initiatives and return management strategies to support environmentally conscious operations, all while enhancing customer loyalty through personalized promotions and offers.

Final Take

- ◆ SAP's Dynamic Pricing solution utilizes real-time data such as store transactions, market trends, and weather data to recommend optimal pricing strategies, enabling users to configure pricing for customer segments and simulate pricing outcomes. Additionally, it offers performance metrics dashboards for evaluating the impact of pricing changes on sales, margins, and traffic. The SAP Trade Management solution helps CPG businesses plan, manage, and evaluate trade promotions, optimizing trade investments through fund allocations and scenario planning. SAP's technology roadmap emphasizes AI and machine learning to support dynamic pricing and trade promotions, with a focus on automation and optimization across omnichannel platforms.

Solvoyo

URL: <https://www.solvoyo.com>

Founded in 2005 and headquartered in Boston, Massachusetts, USA, Solvoyo operates in the software development industry and is a provider of SaaS-based solutions that help businesses digitally transform their processes by optimizing and automating decisionmaking in supply chain planning using advanced analytics. The company offers various retail planning solutions, including category management, omnichannel planning, pricing, and store operations.

Solvoyo's pricing solutions assist retailers in managing and optimizing prices throughout the product lifecycle using AI/ML. The solutions offer robust retail pricing capabilities, including advanced data analytics, dynamic pricing, promotion planning, and markdown optimization.

Analyst Perspective

Key Differentiators

- ◆ Solvoyo's dynamic pricing solution utilizes AI/ML models and incorporates various business objectives and pricing rules to provide optimal price recommendations to users. It enables users to dynamically adjust prices in response to various factors, such as competitive price changes, supply, consumer demand, and other market conditions. It provides automated price diagnostics, enabling retailers to focus on products that require pricing actions. It does this by determining categories or SKUs that need attention and recommending actions to allow users to update prices. Further, it offers intuitive dashboards to help users view price recommendations, track sales, analyze the projected sales at the end of the period, and determine categories or SKUs that lag in sales.
- ◆ Solvoyo's key technology differentiator is its Retail Analytics platform, which combines structured and unstructured data from various sources to create a single source of truth. The platform delivers actionable insights from big data through analysis and diagnostics, enabling users to make better pricing decisions. Further, it supports various advanced retail pricing analytics, including market basket, demand driver & price sensitivity analysis, product classification, and stock-out diagnostics.

Product Strategy

- ◆ **Technology Roadmap:** Solvoyo leverages AI-driven platform designed to integrate pricing solutions with other retail planning aspects such as markdown optimization, promotion planning, and dynamic pricing. The roadmap focuses on enhancing end-to-end visibility and intelligent automation for retail decisions. Their platform offers features like the analysis of past promotional efforts, scenario planning for future promotions, and dynamic pricing to respond in real-time to market conditions.
- ◆ **Strategic Roadmap:** Solvoyo's strategic vision aligns with expanding the depth of automation and AI-powered analytics in retail environments. The company emphasizes integrating solutions that enhance not just promotions, but category management and financial planning across omnichannel environments. Their approach to digital transformation reflects a strategy to cater to increasingly complex retail environments where agility and automation are critical

Market Strategy

- ◆ **Geo-expansion Strategy:** Solvoyo has a global presence with offices in Boston (USA), Istanbul and Ankara (Turkey), and Athens (Greece), serving clients worldwide.
- ◆ **Industry Strategy:** Solvoyo serves customers in the consumer packaged goods (CPG), consumer electronics, and automotive sectors, as well as retail clients in the grocery, apparel, eCommerce, and qCommerce segments.
- ◆ **Use Case Support:** Solvoyo's solutions support various use cases, such as planning promotions, analyzing the impact of past promotions, creating and understanding multiple promotion scenarios using what-if analysis, obtaining real-time insights into the performance of ongoing promotions through interactive dashboards, and keeping track of different promotion plans in effect using a campaign calendar.

Customer/ User Success Strategy

- ◆ Solvoyo prioritizes a data-driven approach to customer success. By offering customizable solutions such as markdown optimization and promotion planning, Solvoyo ensures that retail clients can dynamically respond to market changes. Success stories show use of Solvoyo's platform for autonomous demand planning, showcase the platform's ability to deliver tangible results, such as reduced manual effort and enhanced decision-making agility.
- ◆ Solvoyo partners with AWS for both retail and supply chain software, enabling scalable cloud-native solutions.

Trend Analysis

- ◆ Key trends influencing the retail pricing market include the rise of AI and machine learning, enabling real-time, data-driven pricing decisions and personalized promotions. Inflation and supply chain disruptions are driving retailers to adopt dynamic pricing strategies to maintain profitability. The increasing focus on omnichannel retailing requires unified pricing across online and offline platforms. Additionally, consumer demand for transparency and value is pushing retailers to adopt more adaptive, competitive pricing models.
- ◆ Solvoyo aligns with these key retail pricing trends by leveraging AI and machine learning for real-time pricing decisions and personalized promotions, empowering retailers to respond dynamically to market shifts. Their platform supports dynamic pricing strategies that help retailers maintain profitability amid inflation and supply chain disruptions. With a focus on omnichannel retailing, Solvoyo provides unified pricing solutions across online and offline channels. Additionally, their analytics capabilities address consumer demand for transparent and competitive pricing, enabling retailers to adapt and stay competitive.

Final Take

- ◆ Solvoyo's AI-driven pricing solution integrates business objectives with advanced AI/ML models to provide dynamic, real-time pricing adjustments. Its solutions enable retailers to adjust prices based on competitive factors, demand, and supply conditions, while also offering price diagnostics and automated recommendations. Its key differentiator is its Retail Analytics platform, which combines structured and unstructured data to deliver actionable insights for pricing decisions, demand analysis, and product classification. Solvoyo's technology roadmap emphasizes enhancing AI capabilities for markdown optimization and promotion planning, supporting retailers in responding swiftly to market shifts and future promotions.

SymphonyAI

URL: <https://www.symphonyai.com/>

Founded in 2017 and headquartered in Frisco, Texas, USA, SymphonyAI, is a provider of integrated SaaS-based AI-driven merchandising, marketing, and supply chain solutions for consumer-packaged goods (CPG) manufacturers and retailers. It offers assortment optimization, promotion optimization, sales and customer insights, and personalized marketing solutions as part of its merchandising and marketing suite. These solutions offer retailers & CPG companies AI-driven consumer insights and customer-centric promotion recommendations. The obtained customer insights assist retailers with price, promotion, and markdown optimization. The company offers robust capabilities such as promotion optimization, campaign & offer management, consumer insights, and demand forecasting.

Analyst Perspective

Key Differentiators

- ◆ SymphonyAI offers the Customer Insights and Decision Engine (CINDE), which helps users integrate data from various sources and provides insights into consumer behavior, category trends, and promotional performance. CINDE Insights helps businesses analyze customer data using AI/ML to predict & respond to changing consumer behavior and identify parameters that drive improvement in business performance. Further, CINDE enables users to review business performance using dashboards that provide real-time analytical insights for consumer behavior.
- ◆ SymphonyAI offers the Promotion Optimization solution, which helps retailers create customer-centric promotions leveraging AI that enable organizations to improve sales and margins. It provides promotional insights based on stores, regions, and business goals to help retailers plan future promotions. It also helps users assess the effectiveness of promotions by identifying and eliminating underperforming promotions. It allows users to test various promotional scenarios using what-if analysis to analyze and measure the impact of promotions on KPIs.

Product Strategy

- ◆ **Technology Roadmap:** SymphonyAI's technology roadmap emphasizes the integration of AI and machine learning (ML) to improve retail pricing and promotions optimization. Their solution focuses on enabling real-time adjustments through its platform, leveraging predictive and generative AI to enhance the speed and accuracy of pricing decisions. Key innovations include rapid scenario testing and "what-if" analysis, allowing retailers to assess the potential impacts of pricing

changes on sales, profit margins, and customer behavior before implementing them.

- ◆ **Strategic Roadmap:** SymphonyAI's strategic roadmap is designed to help retailers transform pricing from a reactive process into a proactive, data-driven strategy. Their goal is to use AI-driven insights to optimize promotions and markdowns, ensuring retailers can respond swiftly to market demands. This approach improves both sales and profitability by maximizing the return on investment (ROI) from promotions, aligning short-term strategies with long-term business objectives.

Market Strategy

- ◆ **Geo-expansion Strategy:** From a geographical perspective, SymphonyAI has a presence across North America, and EMEA. The company is focusing on key markets such as Asia, Latin America, and Oceania to increase market share.
- ◆ **Industry Strategy:** From an industry vertical perspective, it serves customers in the consumer-packaged goods (CPG) sector and retail clients in the grocery, convenience store, hypermarket, supermarket, discounter, and drugstore segments.
- ◆ **Use Case Support:** SymphonyAI's solutions support various use cases, such as providing customer insights and leveraging them to recommend personalized offers to customers, automating end-to-end retail practices, suggesting optimal promotions, and collaborating with suppliers for promotion planning.

Customer/ User Success Strategy

- ◆ SymphonyAI prioritizes customer success through its AI-driven solutions that provide personalized and actionable insights. Their user-centric approach focuses on improving customer loyalty by delivering precise, relevant pricing and promotion strategies.
- ◆ SymphonyAI partners with leading technology and consulting firms, including Microsoft, AWS, Oracle, EY, Capgemini, and TCS, to drive AI-enabled digital transformation across industries. These partnerships help deliver enterprise-scale AI SaaS solutions focused on business growth, operational efficiency, and innovation.

Trend Analysis

- ◆ Key trends influencing the retail pricing market include the rise of AI and machine learning, enabling real-time, data-driven pricing decisions and personalized promotions. Inflation and supply chain disruptions are driving retailers to adopt dynamic pricing strategies to maintain profitability. The increasing focus on omnichannel retailing requires unified pricing across online and offline platforms.

Additionally, consumer demand for transparency and value is pushing retailers to adopt more adaptive, competitive pricing models.

- ◆ SymphonyAI aligns with key market trends by integrating predictive and generative AI across its retail solutions, offering capabilities that enhance customer engagement, inventory management, and sales optimization. The company focuses on automation and real-time data to improve demand forecasting, replenishment, and personalized customer experiences. Their solutions are built to drive operational efficiency, support sustainability efforts, and cater to the growing need for omnichannel strategies, all while reducing waste and improving on-shelf availability.

Final Take

- ◆ SymphonyAI's CINDE platform leverages AI and ML to analyze customer data and optimize promotional performance by predicting consumer behavior and improving business outcomes. It enables retailers to test various promotional scenarios with real-time analytical insights. The company's Promotion Optimization solution allows retailers to create targeted, customer-centric promotions that enhance sales and margins while eliminating underperforming campaigns. SymphonyAI's product strategy emphasizes AI-driven predictive and generative models to maximize ROI on pricing and promotions, supporting both short-term tactics and long-term business goals.

ToolsGroup

URL: <https://www.toolsgroup.com>

Founded in 1993 and headquartered in Boston, Massachusetts, USA, ToolsGroup is a provider of retail and supply chain planning solutions. The company has integrated its Service Optimizer 99+ (SO99+), a digital supply chain planning software, with Microsoft Dynamics 365 to offer a supply chain digital twin based on Microsoft Dataverse's common data model. ToolsGroup also offers an enterprise retail solution suite, JustEnough, that includes solutions for dynamic fulfillment, merchandise financial planning, allocation and replenishment, inventory management, assortment planning, price optimization, and promotion and events.

ToolsGroup offers pricing and promotions solutions, namely Price.io, Promo.io, and Markdown.io, as part of its JustEnough platform. The JustEnough platform optimizes retail pricing throughout the product lifecycle by utilizing real-time demand sensing and prescriptive AI to maximize margins while maintaining or increasing sell-through rates. It also dynamically adjusts prices based on shifting market conditions, enabling retailers to respond to demand changes and economic conditions like inflation. The company's strategic use of AI helps retailers reduce markdown dependencies and improve profitability across various sales channels.

Analyst Perspective

Key Differentiators

- ◆ ToolsGroup's Price.io solution performs direct market observation and dynamic demand discovery to optimize pricing strategies. By incorporating price elasticity analysis and operational constraints, its solution ensures pricing recommendations are aligned with business objectives. ToolsGroup's model uses historical customer data and real-time demand insights to dynamically adjust prices at the item, store, and week level. This approach enables retailers to optimize prices while considering commercial objectives, leading to more profitable and efficient pricing decisions across the product lifecycle.

- ◆ ToolsGroup provides a comprehensive promotional optimization solution named Promo.io, which enables retailers to optimize every aspect of their promotions. The solution helps retailers determine promotional visibility, timing, and target discounting while also managing promotional items and categories. It also dynamically adjusts discount levels and prices based on business outcomes, ensuring that promotional mechanics are aligned with strategic objectives. Additionally, ToolsGroup incorporates real-time data and analytics in Promo.io to help retailers maximize the effectiveness of promotions, driving higher customer engagement and profitability.
- ◆ ToolsGroup's Markdown.io solution assists retailers in managing products at the end of their lifecycle. The solution sets markdown perimeters, translates discount rules, and optimizes to meet a target markdown while maximizing the chosen strategic business objective. It then helps retailers create and assess scenarios to find the optimal markdown strategy, execute price lists, measure real-time impacts, and make adjustments as needed. Finally, it measures the overall impacts and simulates the "what-if" scenarios for future planning. This dynamic approach ensures profitability while efficiently clearing end-of-life inventory.

Product Strategy

- ◆ Technology Roadmap: ToolsGroup's technology roadmap focuses on developing a service-oriented, modular, composable architecture to provide a unified and customizable user experience across applications. The design emphasizes real-time data ingestion, low-code configurability, and the integration of cloud-bound technologies to optimize value and reduce complexity. The company also aims to facilitate decision-centric planning and offer real-time planning capabilities that enable autonomous, data-driven decisions powered by AI and machine learning. Additionally, it plans to integrate generative AI to enhance decision-making and AI transparency.
- ◆ Strategic Roadmap: ToolsGroup's strategic roadmap emphasizes building AI-powered solutions to enhance supply chain planning and decision-making. The company aims to integrate AI analytics across modules by leveraging the advanced AI capabilities of Evo, which it acquired to improve its retail execution capabilities. ToolsGroup's roadmap also emphasizes the development of AI-infused cloud

solutions that focus on key areas such as inventory management (Inventory.io), assortment planning (Assort.io), dynamic retail planning (Plan.io), and promotional optimization (Markdown.io and Promo.io). By leveraging these solutions, the company aims to enhance retail decision-making and operational efficiency.

Market Strategy

- ◆ **Geo-expansion Strategy:** ToolsGroup has well-established business operations in North America, Europe, the Middle East, Africa, Asia Pacific, and Latin America. Its near-term focus is on strengthening operations in these regions while continuing to invest across all regions.
- ◆ **Industry Strategy:** ToolsGroup operates primarily across industry verticals, such as fashion and apparel, footwear, automotive spare parts, eCommerce, entertainment, and consumer electronics. It also caters to businesses in the consumer durables segment of the retail sector.
- ◆ **Use Case Support:** The primary use cases of ToolsGroup's solutions include automation, providing optimized pricing recommendations, tracking pricing impact, and enabling price-driven inventory optimization. The solutions also handle complex pricing scenarios while ensuring alignment across regions and channels and customer-centric promotions and markdown optimization.

Customer/User Success Strategy

- ◆ ToolsGroup collects feedback through CSAT measurements, peer reviews, and quarterly business reviews. Additionally, the company has established a dedicated customer experience team focused entirely on ensuring customer success and maximizing product value.
- ◆ ToolsGroup has a robust partner ecosystem that includes technology partners, such as NTT, Planalytics, OneStock, Symphony Retail AI, and Nielsen IQ. It leverages its partnerships to facilitate custom development, weather data, and order management, as well as to gain planogram capabilities. Additionally, its channel partners, such as EY, MSFT, and enVista, enable it to provide global system integration and implementation and consulting services.

Trend Analysis

- ◆ The key trends influencing the retail pricing market include the increase in the use of AI and machine learning, which have enabled real-time, data-driven pricing decisions and personalized promotions. The increasing focus on omnichannel retailing is also increasing the requirement for unified pricing across online and offline platforms. Additionally, consumer demand for transparency and value is pushing retailers to adopt more adaptive, competitive pricing models, and inflation and supply chain disruptions are driving retailers to adopt dynamic pricing strategies to maintain profitability.
- ◆ ToolsGroup aligns its offerings with key trends in the retail pricing and promotions market by integrating AI-driven demand sensing and personalized promotions, thereby enabling retailers to optimize pricing and product allocation simultaneously. ToolsGroup also reduces waste through the creation of smarter assortments and end-of-season markdowns, contributing to sustainability and profitability. Additionally, it helps retailers, with its patented AI, to compete effectively in a market increasingly driven by personalized promotions and efficient pricing strategies.

Final Take

- ◆ ToolsGroup's pricing and promotions solutions, namely Price.io, Promo.io, and Markdown.io, leverage real-time demand sensing and prescriptive AI to optimize pricing strategies across the product lifecycle. Price.io dynamically adjusts prices based on market conditions and business objectives, while Promo.io optimizes promotional strategies by managing timing, targeting, and discount levels. Markdown.io focuses on managing end-of-life products through strategic markdowns, enhancing profitability, and reducing unsold inventory. ToolsGroup's product strategy centers on providing AI-driven, data-informed decision-making tools, while the company's market strategy emphasizes offering comprehensive retail optimization solutions that improve margins and sales across multiple regions and sectors.
- ◆ Users seeking AI-driven, real-time pricing, promotions, and markdown optimization solutions with advanced demand sensing capabilities from a company that caters to industry verticals such as retail, fashion, and consumer electronics and has a

presence in North America, Europe, and Latin America could choose ToolsGroup's JustEnough suite of solutions.

Yieldigo

URL: www.yieldigo.com

Founded in 2016 and headquartered in Prague, Czech Republic, Yieldigo is a provider of price management solutions for retailers. The company's SaaS-based solutions help organizations optimize prices dynamically by analyzing product elasticity, competitor pricing, and seasonality.

Yieldigo's pricing and promotions solutions offer insights into the effectiveness of retailers' pricing strategies, helping them manage and optimize the prices of thousands of SKUs, plan effective promotions, and recommend optimal markdowns to maximize their overall margin. The solution also offers robust capabilities, such as what-if simulations using pricing scenarios, pricing zones and brand positioning, competitor price analysis, price elasticities, bulk pricing modules, and a promotion dashboard within a unified product interface.

Analyst Perspective

Key Differentiators

- ◆ Yieldigo's glass-box price management platform simplifies retail pricing with features such as an intuitive rules cockpit, self-learning AI/ML algorithms, and what-if simulations to predict pricing impacts. It includes tools for competitor price analysis, pricing zones, and bulk pricing, as well as a promotion dashboard. The benefits of this platform include enhanced control for pricing professionals, quick implementation, and improved margins by avoiding leakage and reducing customer attrition. Additionally, the platform supports data-driven decision-making and ensures alignment across business departments, maximizing pricing efficiency.
- ◆ Yieldigo offers a promotion dashboard that centralizes the management of promotional activities and enables retailers to create, track, and optimize promotions. The key features of the dashboard include real-time analytics, clever management, and post promotional evaluation. It also seamlessly integrates accurate pricing strategies to ensure that promotions align with overall goals and protect margins. Additionally, the customizable dashboard enables businesses to focus on the most relevant KPIs for effective promotion management.

Product Strategy

- ◆ **Technology Roadmap:** Yieldigo's technology roadmap emphasizes developing advanced mathematical models to enhance pricing strategies while focusing on bulk and markdown pricing optimization. This initiative aims to provide top management with deeper insights for strategic decision-making by leveraging AI-driven solutions.
- ◆ **Strategic Roadmap:** Yieldigo's strategic roadmap focuses on expanding its sales network by partnering with major global firms such as NIQ and KPMG, as well as local integrators. Through this approach, the company aims to broaden its market reach, enhance customer acquisition, and support the implementation of its pricing solutions.

Market Strategy

- ◆ **Geo-expansion Strategy:** Yieldigo's geographic expansion roadmap focuses on entering and growing its presence in the North America and Middle East Regions. The company aims to tap into new market opportunities in emerging and rapidly developing markets by offering its AI-driven pricing solutions to retailers.
- ◆ **Industry Strategy:** Yieldigo serves industry verticals, such as grocery, pharmaceutical, fashion, electronics, and DIY/home improvement, by offering tailored AI-driven pricing solutions.
- ◆ **Use Case Support:** Yieldigo's pricing platform supports a wide range of use cases, such as omnichannel management for various retail formats (supermarkets, hypermarkets, convenience stores), rapid adoption of pricing strategies, optimization of revenue and profits, promotion management, and waste/shrinkage management.

Customer/User Success Strategy

- ◆ Yieldigo offers tiered customer service packages with a complete Service Level Agreement (SLA). It also provides customer support through real-time chat by leveraging its global network of partners, ensuring services in local languages. This structure enables flexible and comprehensive customer support.

- ◆ Yieldigo's partnership ecosystem includes technology partners such as Microsoft, which provides Azure and App Store capabilities, and channel partners such as Nielsen IQ (NIQ) and KPMG.

Trend Analysis

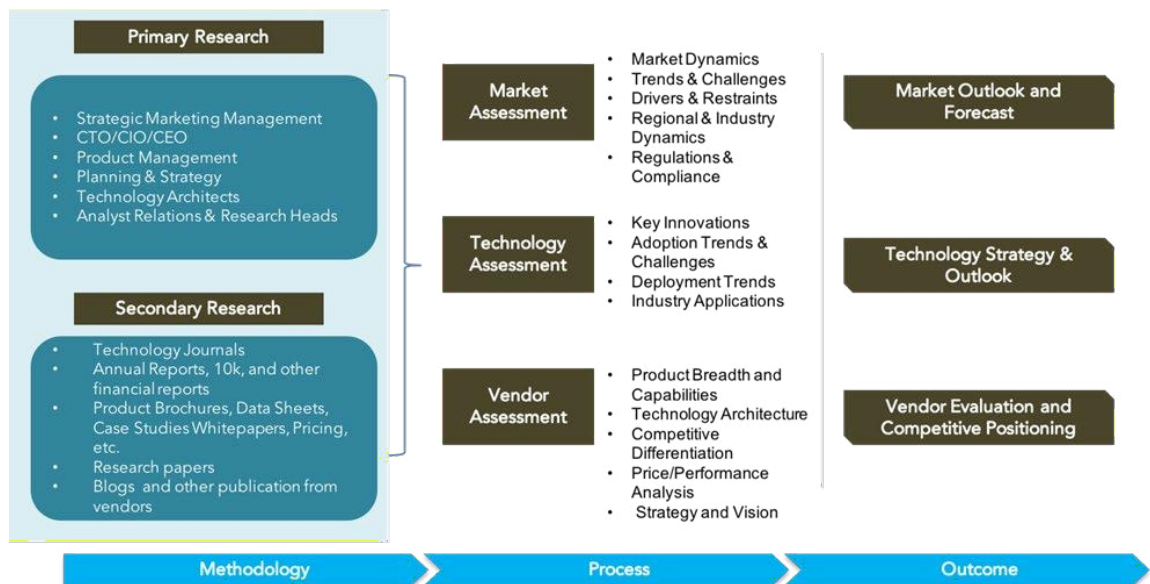
- ◆ The key trends influencing the retail pricing market include the increase in the use of AI and machine learning, which have enabled real-time, and data-driven pricing decisions. The increasing focus on omnichannel retailing is also increasing the requirement for unified pricing across online and offline platforms. Additionally, consumer demand for transparency and value is pushing retailers to adopt more adaptive, competitive pricing models, and inflation and supply chain disruptions are driving retailers to adopt dynamic pricing strategies to maintain profitability.
- ◆ Yieldigo addresses these market trends through its AI-driven pricing platform, which offers real-time, data-driven pricing strategies and promotion management to help businesses meet the demand for dynamic and adaptive pricing.

Final Take

- ◆ Yieldigo's pricing and promotions solutions help retailers optimize pricing strategies and promotions using AI, real-time analytics, and what-if simulations. The company's key differentiators include intuitive rules cockpit, self-learning algorithms, and bulk pricing modules, which enhance pricing accuracy and streamline processes. Its promotion dashboard centralizes promotion management by offering real-time insights and customizable KPIs. Yieldigo's product strategy focuses on advanced mathematical models for pricing types such as bulk and markdowns. Its strategic partnerships with global firms such as NIQ and KPMG further strengthen its market reach.
- ◆ Users seeking a retail pricing solution that is adaptable and driven by AI from a company with an expanding presence in the JAPAC and LATAM regions and use cases in industry verticals such as grocery, pharmaceutical, fashion, and apparel could opt for Yieldigo's solution.

Research Methodologies

[QKS Group](#) uses a comprehensive approach to conduct global market outlook research for various technologies. QKS’s research approach provides our analysts with the most effective framework to identify market and technology trends and helps in formulating meaningful growth strategies for our clients. All the sections of our research report are prepared with a considerable amount of time and thought process before moving on to the next step. Following is the brief description of the major sections of our research methodologies.



Secondary Research

Following are the major sources of information for conducting secondary research:

QKS’s Internal Database

QKS Group maintains a proprietary database in several technology marketplaces. This database provides our analyst with an adequate foundation to kick-start the research project. This database includes information from the following sources:

- Annual reports and other financial reports
- Industry participant lists
- Published secondary data on companies and their products
- Major market and technology trends

Literature Research

QKS Group leverages on several magazine subscriptions and other publications that cover a wide range of subjects related to technology research. We also use the extensive library of directories and Journals on various technology domains. Our analysts use blog posts, whitepapers, case studies, and other literature published by major technology vendors, online experts, and industry news publications.

Inputs from Industry Participants

QKS analysts collect relevant documents such as whitepaper, brochures, case studies, price lists, datasheet, and other reports from all major industry participants.

Primary Research

QKS analysts use a two-step process for conducting primary research that helps us in capturing meaningful and most accurate market information. Below is the two-step process of our primary research:

Market Estimation: Based on the top-down and bottom-up approach, our analyst analyses all industry participants to estimate their business in the technology market for various market segments. We also seek information and verification of client business performance as part of our primary research interviews or through a detailed market questionnaire. The QKS research team conducts a detailed analysis of the comments and inputs provided by the industry participants.

Client Interview: QKS analyst team conducts a detailed telephonic interview of all major industry participants to get their perspectives of the current and future market dynamics. Our analyst also gets their first-hand experience with the vendor's product demo to understand their technology capabilities, user experience, product features, and other aspects. Based on the requirements, QKS analysts interview with more than one person from each of the market participants to verify the accuracy of the information provided. We typically engage with client personnel in one of the following functions:

- Strategic Marketing Management
- Product Management
- Product Planning
- Planning & Strategy

Feedback from Channel Partners and End Users

QKS team research with various sales channel partners, including distributors, system integrators, and consultants to understand the detailed perspective of the market. Our analysts also get feedback from end- users from multiple industries and geographical regions to understand key issues,technology trends, and supplier capabilities in the technology market.

SPARK Matrix: Strategic Performance Assessment and Ranking

QKS Group' SPARK Matrix provides a snapshot of the market positioning of the key market participants. SPARK Matrix representation provides a visual representation of market participants and provides strategic insights on how each supplier ranks in comparison to their competitors, concerning various performance parameters based on the category of technology excellence and customer impact.

Final Report Preparation

After finalization of market analysis, our analyst prepares necessary graphs, charts, and table to get further insights and preparation of the final research report. Our final research report includes information including competitive analysis; major market & technology trends; market drivers; vendor profiles, and such others.

Client Support

For information on hard-copy or electronic reprints, please contact Client Support at shraddha.r@qksgroup.com | www.qksgroup.com