



## Predictix

# Driving better results in an uncertain market with flexible and responsive pricing

When the market is changing every day, decisions you made months ago - your merchandise plans, your assortments, the products you sent to your stores - often don't reflect demand today, putting significant pressure on sales and margins. Yet if you can make the right pricing decisions, swiftly and with the right insights, you can make the most of the hand the market deals you.

A merchant's job has never been easy; the past year has layered on several new challenges:

- Position effectively when small to mega-retailers are all trying to "out-discount" and out "value" each other
- Achieve sales and margin increases in the face of this "race to the bottom"
- React swiftly to unpredictable consumer demand to keep product moving at a good pace without sacrificing results

These challenges require unified, powerful, flexible pricing tools - that's when retailers turn to Predictix.

### Pricing that adapts to your business, and is actionable and transparent

Predictix understands that the business process that surrounds how you arrive at "the right price" is at least as important (if not more so) than the price itself. Why? Business users must make pricing a part of their daily discipline. They must be able to make pricing decisions in the context of their broader planning decisions. They must understand the inputs that go into producing an "optimal" price.

They must be able to test different scenarios quickly, so they can make informed decisions. And they must be able to trust the price the solution is providing - by understanding how and why the solution is recommending a particular price.

### Regular Price: Business-driven

With Predictix Regular Price, we looked at pricing software conventional wisdom and turned it on its head. Certainly the end point of regular pricing is to understand elasticity and cross-elasticity, set a price for each item in each store to meet objectives, and forecast the impact of your pricing decisions.

But how do you get there? How do you position against your competitors? How do you group your products for pricing purposes? How do you want your pricing to be perceived across and within product lines? How do regional differences come into play? How much flexibility do you want to give local decision-makers? How much risk are you willing to take with your pricing decisions?

With other solutions, some of these questions are treated as necessary, static inputs - they are hard-coded by the technology vendor on the back end, and all the focus is on producing a price. Others, like risk, are not even considered. But aren't these questions actually critical to successfully running your business?

Predictix Regular Price puts your business users in charge of these pricing decisions, ensuring not only that prices are "optimal," but also that they respond to your ever evolving view of what's important to the business, and that they allow you to respond quickly and effectively to the ever-changing landscape provided by fickle consumers and by your competitors.



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### Promo Price: Visibility, Accuracy, Profits

Predictix Promo lets buyers collaborate with colleagues and vendors, with real-time feedback on the true dollar impact of different promotion scenarios, so buyers can plan, forecast and execute more profitable promotions quickly, easily, and flexibly. Predictix Promo lets buyers:

- View and collaborate on every promotion in one single place
- Test and compare scenarios to design effective promotions
- Analyze the true dollar impact of promotions

### Markdown Price: Intuitive and Integrated

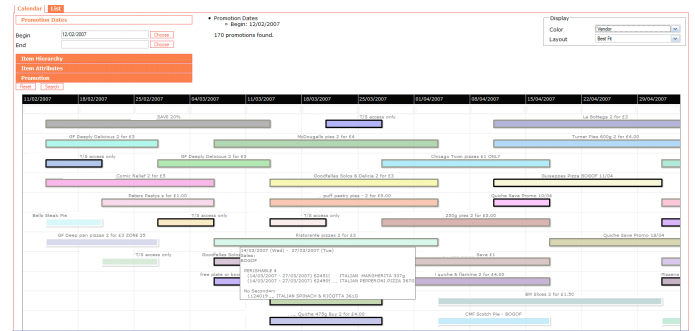
As with our other pricing solutions, Predictix Markdown puts the emphasis on making markdowns a part of merchants' daily lives, with a solution that is highly flexible, easy to use, and fast to optimize prices. Because each retailer looks at markdowns in their own particular way, our user interface and process is entirely configurable.

For retailers using Predictix Item Planning, the benefits are even greater. Predictix Markdown takes inputs directly from Predictix Item Planning, and the results of markdown optimization are fed back for in-season planning and re-planning. Of course, as with other Predictix solutions, Predictix Markdown can also be integrated in real time to your existing item planning system.

### Integration with Market Basket analysis

In combination with Predictix Regular Price, market basket analysis lets you move beyond decisions based on price elasticity to ones based on basket elasticity, and understanding what your lead and add-on items are, project the impact of pricing decisions on the number of baskets, their size, composition, and margins. In combination with Predictix Promo, you can see the precise halo-cannibalization relationships between promotional and other items –right down to the store level.

### Predictix Promo: Collaborative Promo Calendar



Effective promotional pricing is more than just about an optimal price; Predictix Promo lets merchants collaborate on promotions and see a full retailer-wide calendar of promotions, with all their details, to improve planning and execution.

### About Predictix

At Predictix, we help Tier 1 retailers and brands make better decisions with the first and only software-as-a-service suite for planning, allocation, assortment and space optimization, pricing, promotions, forecasting, and replenishment. We implement our solutions rapidly – and with no hardware to buy, software to install, or large up-front investments to make, our clients move quickly and confidently on their initiatives.

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