# REVIONICS®
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# AI Base Price Optimization

# Real. Business. Value.

Retail pricing continues to grow increasingly complex. Simplify strategic decision-making, deliver customer-approved prices and drive sustainable value with Revionics AI Base Price Optimization.

## Everyday pricing powered by best-in-retail AI

- Understand the impacts of every price change to make more accurate decisions.
- Optimize based on your specific customers and goals.
- Build positive price image while meeting financial objectives.

## Price Management

Price Management takes the complexity and human error out of pricing. With our powerful rules-based engine, you can streamline and centralize processes to move beyond complicated spreadsheets. Enforce more effective pricing policies and apply sophisticated pricing strategies with Price Management.

## The first step to pricing optimization

- Customizable pricing engine built with your data for your customers
- Increase efficiencies with automated pricing compliance, policy management and pricing processes
- Identify the most impactful price changes with prices managed by exceptions

### Key Features:

- Rules-based pricing engine with flexible rule management including category, KVIs and more
- Price recommendations based on your integral triggers like margins, cost changes, new items, and competitor price changes
- Product relationship pricing architecture with product families, branded and private label products, and product sizes
- Hands-free, near real-time and batch data integration for seamless processing

# Price Planning and Optimization

Fine-tune your pricing advantage with Price Planning and Optimization. Start with your data to create a unified pricing engine unique to you. Next apply your pricing rules, layer in other custom factors, such as pricing strategy or competitive index, and our science will do the rest. Our advanced AI models accurately forecast demand changes and recommend optimal prices specific to your parameters.

## Intelligent pricing, optimal results

- Leverage pricing recommendations tailored to your financial goals, such as sales, profit, margin, or inventory turn
- Manage more prices with less effort and easily scale to manage more products or stores
- Transparent AI lets you see behind the science with visibility into the logic for pricing recommendations

### Key Features:

- Prices optimized at every level – from product, KVI groups, zones, categories and every combination in between
- Self-learning AI model for price recommendations customized to your customers' behaviors and buying patterns

- One click target-based optimization with adherence to rules, constraints, and objectives
- Price scenario simulation for answers to 'what if' and 'why not'
- Robust reporting with insights into impact and value generated by price changes

# Dynamic Pricing

Dynamic Pricing gives even more pricing power to retailers already using Revionics' Price Management or Price Planning solutions. Using the advanced, built-in AI you can respond faster to market trends, competitive shifts, consumer behavior and more, with frequent – as often as hourly – price changes.

## Optimized prices as often as you want

• React to market conditions with the right prices using a flexible configuration of rules and constraints with prioritization and weighting

• Stay ahead of the market with near real-time responsive pricing

### Key Features:

• Change prices at any level, from categories to SKUs, in as little as 15 minutes

• Modify for local, regional, national, or global behavior

• Streaming and micro-batch data integrations to support real-time updates

• Customize the triggers, such as competitive input, to drive price changes

## The Worldwide Leader in Retail Pricing

Leading retailers around the globe trust Revionics to guide them on the lifecycle price optimization journey. Backed by best-in-retail AI and unmatched expertise, our powerful solutions for Base Price, Promotions and Markdown deliver sustained value for our clients year after year.

**SEE SUCCESS IN ACTION**        **TALK WITH A PRICING EXPERT**

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