

Revionics®

# Markdown Management Long Life

Profitably Clear Inventory



Revionics® Markdown Management – Long Life enables retailers to quickly create, simulate, & forecast marks and cadence. With a workflow tailored for the category management process, retailers can efficiently manage their markdowns and meet their inventory and profit goals.

## Markdown Management Needs are Accelerating

But they still obey the speed limit

It's an exciting time in retail. The shopping journey has changed. There is more choice. There is constant newness with refreshing assortments. There is an integration of technology and the focus is once again on the consumer experience. It's an environment that continues to strain the retailer's resources, and create new challenges to long-held processes. More competition, localized assortments, and the always-on shoppers have forever altered the traditional, periodic markdown events.



There are more discounts, consumers are looking for them, and a 'one-size fits all' doesn't work anymore. Meeting these new markdown challenges requires a high degree of operational efficiency, deeper precision, and the ability to simulate, forecast, and compare options.

## The Highlights

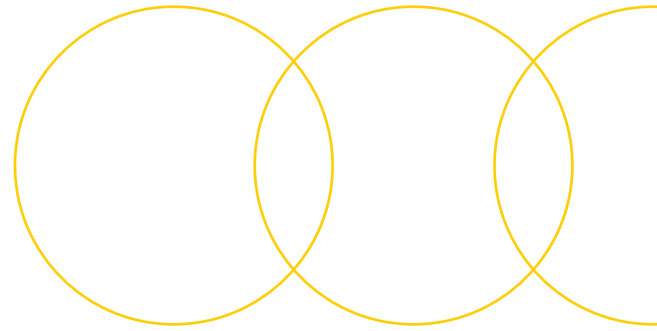
For those with limited time

- Promote Efficiently and Consistently Enforce Best Practices
- Forecast Results, Incorporating Vendor Funds & Promotions
- Create & Compare Various Scenarios
- Price at Any Level: Enterprise, Channel, Zones, or Location Specific
- Strategically Rank Markdowns to Understand Opportunity Costs
- Unified Platform with Revionics Markdown Suite, Revionics Pricing Suite, and Revionics Promotion Suite

REVIONICS®

# Revionics® Markdown Management

## Long Life



## Long term benefits, short time to respond

### GET TO THE MARKDOWN, FASTER

Revionics Markdown Management – Long Life is intuitive and streamlined. That means your team can spend more time solving problems rather than trying to figure out how to use a system.

### KNOW ALL YOUR OPTIONS

When have you ever been confident in a decision without evaluating other outcomes? To be confident you need to ask, “what-if?” Revionics allows you to simulate, forecast, and compare all the different alternatives, so you can be sure you are taking the right markdown at the right time.

### ACCURACY DRIVES USE

When you buy a solution you need to be confident in the results. More importantly, your teams need to actively use the solution. Revionics Markdown Management – Long Life provides accurate, understandable forecasts which leads to confidence, which leads to adoption, and ultimately to sustained benefits.

### FREEDOM TO CHOOSE

Maybe you know what you want to do, but your system or spreadsheet doesn't support it. Maybe you want to manage at a more granular level, but it would be an impossible task of time and people. Maybe you want to discount differently, but you don't know what that would mean for the business. The Revionics solution unshackles and empowers users. Retailers gain additional insights, an efficient workflow, simulations, and forecasting which allow markdowns at the enterprise, channel, zone, or location level.

### ELIMINATE THE VARIABLES

Disparate tools, some spreadsheets, different methods of execution, all of these add variability to a process that all too often results in execution mistakes and lost opportunity. Revionics Markdown Management – Long Life can eliminate the need for multiple tools, can validate rules and constraints and ensure that markdown execution is consistent and correct across the enterprise.