



Infogile Dynamic Pricing Intelligence Suite 1.0

datasheet

Infogile Dynamic Pricing Intelligence Suite is a comprehensive demand and pricing formulation solution, which provides demand analysis tool to organizations along with dynamic pricing formulation. It enables companies to plan, deploy, execute and analyze pricing policies throughout the enterprise. Infogile Dynamic Pricing Intelligence Suite 1.0 has been developed by the Business Intelligence Products Group of Infogile, which is committed to develop tools to take contemporary business methods to newer heights. Companies can use Infogile Dynamic Pricing Intelligence Suite 1.0 to analyze policies and devise more profitable and effective sales strategies.



The growing competition, varied market segments and fluctuating market conditions has engendered a tremendous change in pricing policies of companies. Maximizing profits and achieving revenue goals calls organizations to incorporate dynamic pricing policies. Besides due lack of insight into true demand organizations results in companies not able to fully unrealize their gross profit. Infogile has come up with the Dynamic Pricing Intelligence Suite 1.0 to cater to these demands of organizations.

Dynamic Pricing Intelligence Suit is designed to increase the efficiency of their supply chains by better matching supply to demand and can in turn increase profits.

Components

Dynamic Pricing Intelligence Suite 1.0 has the following modules

- Demand Intelligence 1.0
- Pricing Intelligence 1.0

Features

- Helps you understand your current demand, how it changes and finally a pricing methodology so as to promote and package your products correctly.
- Delivers robust, flexible methods for model pricing rules and logic to show products in a systematic way to randomly selected customers at different prices.
- Calculates the price of a product based on cost, regardless of the number of sources where cost data is located and provides improved visibility into recurring and nonrecurring prices for products.
- It uses regression analysis techniques on historical data to build baseline models.
- Classification of customers into groups based on similar behavior toward a given set of marketing and sales actions, usually referred to as customer segmentation. Describing customer behavior by building a behavior.
- It aims to help companies use their plant more efficiently by measuring profit per minute—not per unit. It helps manufacturers understand Which product is generating the most cash and profit per minute their precious time.
- Pricing suggestions and management by location, zone, or corporate levels, and across all selling channels.

Demand Solution Details

In order to accurately predict market demand, Infogile Dynamic Pricing Intelligence Suite combines statistical predictions with knowledge-based predictions in order to provide the most comprehensive and accurate view of future market demand. In addition, Infogile Dynamic Pricing Intelligence Suite can aggregate and disaggregate predictions up and down the business hierarchy and see the impact of those modifications at every level.

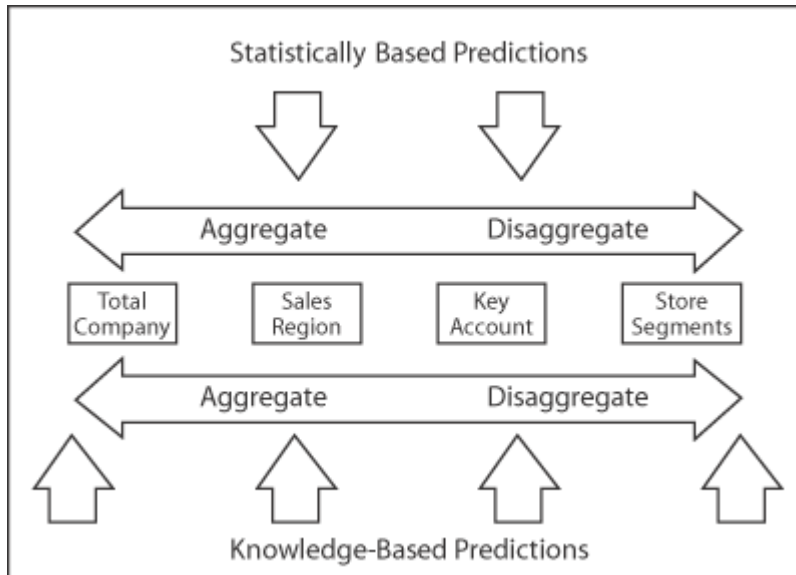


Figure 1: Predictive Intelligence Technology

Once you know the demand function for your product you can optimize:

- Profit
- Revenue
- Unit sales
- Inventory

You can keep it optimized continuously as market conditions change

Pricing Solution Details

Achieving the right price is one of the fastest ways to increase profits, gain market share, and grow customer loyalty. But for many retailers, this important decision is often hampered by inconsistent, inaccurate, out-of-date, and fragmented data. They need real-time access to the information, tools, and analytics necessary for making profitable pricing decisions. Infogile Dynamic Pricing Intelligence Suite provides the solution to this.

In today's environment, successful enterprises are starting to appreciate the value of selling their products and services using both online and traditional channels, leveraging the strengths of each to complement the others. Infogile Dynamic Pricing Intelligence Suite attempts to leverage this feature using internet: because of the immediate availability of results, products which are sold online using an auction format can quickly yield valuable and useful pricing information for other channels. The characteristic information of an auction - bid history, closing price, reserve price, number of bidders, etc. - can be used to predict price sensitivity of demand. This information is processed with statistical techniques and converted into price-elasticity relationships which, in turn, can be used to predict the impact on demand of changes in price. Thus, information derived from Internet sales is directly applicable to other channels such as direct mail and brick and mortar.

Figure 2 shows the results of deriving a price-demand relationship from online auction data.

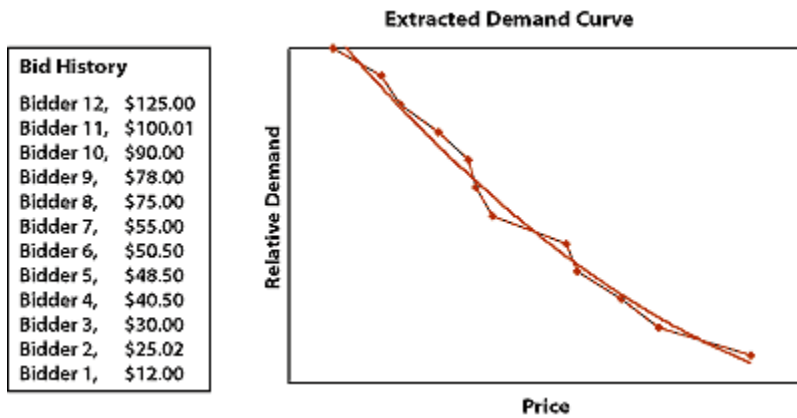


Figure 2: Price-demand relationships from auction data. Statistical methods are applied to historical data from online auctions (left) to derive the price versus relative demand curve (right).

The applications are immediate and valuable. Manufacturers and retailers can get rid of excess inventory by offering the optimal discount or, when appropriate, increasing the price of products to optimally extract economic surplus from the system while ensuring a high level of customer satisfaction.

Besides Infogile Dynamic Pricing Intelligence Suite helps organizations effectively plan, administer, execute and enforce pricing and contract policies. With it, companies can leverage advanced pricing rules when creating a quote, order, or agreement. They can also deploy complex pricing rules and provide specialized pricing by product, account, or other criteria.

Infogile Dynamic Pricing Intelligence Suite automatically calculates an accurate price to customers

whenever a quote or order is created. Users can then drill down into any calculated price to see the price waterfall and review the price adjustments and discounts that were applied.

By delivering valuable insight into product demand, price sensitivity and sales effectiveness, Infogile Dynamic Pricing Intelligence Suite Analytics enable organizations to understand and analyze the velocity of product sales, the impact of discounting on margins, and the effectiveness of pricing promotions. Empowered with this information, sales and marketing professionals can fine-tune channel emphasis and focus promotional and sales efforts around the most profitable products and the most effective cross-sell and up-sell opportunities.

It supports a variety of pricing policies, such as account-specific, bundled, and contract pricing, and provides companies the ability to monitor and approve price agreements to ensure that sales comply with guidelines.

Technology

Infogile Dynamic Pricing Intelligence Suite Leverages SQL Server 2005 Integration Services to connect with your existing databases and SQL Server 2005 Analysis Services to analyze price-profit relationship to come up with recommended pricing through SQL Server 2005 Reporting Services

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