

profimetrics



## Product Overview <sup>L</sup>

Integrated Profit Optimisation

adding retail value



## Profimetrics – Integrated Profit Optimisation from Iitim

If you are in the market for a pricing solution, you owe it to yourself to look at ours...

If you are contemplating adopting a full lifecycle pricing solution, we suggest that you consider IPO or IPO+, our integrated price and profit optimisation solutions, and find out for yourself why our offerings are considered the most thoughtful, comprehensive, easy to use, fastest to implement and lowest cost solutions available.

IPO is in use in Europe and South America by retailers whose footprints range from specialty store formats to supermarkets and whose products range from food to furniture to fashion.

IPO+ has recently been selected by two significant retailers to manage and optimise promotions, markdowns and initial/everyday pricing: one is a large US retailer with over 200,000 SKUs and 1,400 stores (IPO+), the other is a large South American fashion retailer (IPO). These clients told us that among the reasons they selected us is that we provide the most comprehensive solution, at the lowest cost of ownership, backed by a team that demonstrated the most knowledge about price management and optimisation.

The objective of our optimisation solutions is to deliver enormous amounts of analytical and computing power to decision-makers, freeing them from the nonvalue-added and laborious tasks of data gathering and data analysis; freeing them to become more effective, more productive and more profitable.

Our solutions are multi-lingual, multi-currency, multi-VAT and multi-national. They are compatible with any ERP and any number of data sources.

There is no comparison between IPO (and IPO+) and any other price optimisation solution... which is why we are inviting you to compare them with any of the others.

We invite you to visit our website, [www.profimetrics.com](http://www.profimetrics.com), or, if you are seriously considering a profit optimisation solution today, please call us now to arrange a live product demonstration or webex.

### IPO

The approach we have taken to solving the challenge of full lifecycle price optimisation is different from the approach taken by others. If geography, competition, demography and climate are the creators of markets and market lifecycles, how do you address these many lifecycles with optimisers that are functional silos?

We have integrated our optimisers to focus on the challenge that all retailers face: managing the many lifecycles of many products in many markets – the right pricing of every product in every store, every day – and we do it in a way that makes it easy and affordable for you to master.

IPO achieves this in a common solution footprint, utilising a comprehensive workflow process. It recommends sound, market sensitive, image enhancing and competitively appropriate price changes, promotions or markdowns. Once they are approved, they are communicated internally and externally via a "collaboration workbench" in order to effect precise and well-coordinated execution.

These price recommendations ensure that sales and profit objectives are continually achieved across all product lifecycles, everywhere, everyday...at no expense to your brand, competitiveness...or shareholders.

Pricing tools have been around long enough now so that they are not considered "bleeding edge" technology by retailers. While the type of pricing capabilities may vary – some retailers are more advanced in setting base prices, while others excel at markdown or promotion optimisation – some kind of advanced pricing capability that preserves optimal gross margin is increasingly expected by investors and executives alike, but as pricing capabilities have advanced, requirements have grown even more complicated. Cross-channel pricing, end-to-end lifecycle pricing, and key item pricing are rapidly becoming essential tools to combat pricing transparency and eroding consumer loyalty in favour of price-competitiveness.

**Nikki Baird, RSR (Retail Systems Research)**

### IPO+

Until now, optimisation systems have been either rules-based or science-based. We have combined both methodologies into a single offering. Our most recent solution, IPO+, takes the principals of rules-based and science-based optimisation to a new level.

We have partnered with Churchill, a leading provider of analytical and predictive technologies, to craft a highly scalable, state of the art, workflow-driven solution that permits retailers to combine their traditional strengths: their "know-how" and "best practices", with the latest breakthroughs in the analytical and predictive sciences – to achieve the highest levels of profitability.

It combines all of the strengths of IPO with all of the benefits of advanced analytics. It precisely balances art and science. It's a right-brain left-brain solution for a rightbrain left-brain industry.

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## Full Lifecycle Price Optimisation

