



The leading solution for price and stock optimisation

Profimetrics is a powerful operational platform for managing and optimising price, promotions, markdowns and stock throughout the product lifecycle. In a single integrated platform, you can implement and optimise your business strategy to increase product margins and dramatically improve operational efficiency.

Combining the latest optimisation techniques with advanced forecasting and analytics, Profimetrics enables automation and exception-driven workflows. It provides actionable business information and recommendations at each decision point, resulting in:

- Smarter decisions that protect profits and competitive positioning
- Optimised category results
- Rapid reactions to external changes and competitor moves
- KPI-driven workflows and behaviour
- Consistent processes and management by exception
- Increased staff productivity

- > **Increase sales and margins** – by reducing stock-outs, creating smarter promotions and applying the right price at the right location
- > **Reduce average stock 10-20%** – by minimising stock imbalances
- > **Reduce markdown spend by 5-10%** – by optimising the timing and depth of markdowns
- > **Reduce working capital** – due to lower stock holdings
- > **Improve availability levels to a goal of 98+%** – by having the right product in the right place
- > **Improve efficiency** – typically 80%+ of all pricing and stock decisions can be automated



Allocation
Right stock,
right place



Replenishment
Right stock,
right place



Price
Best price,
right place



Promotions
Best promotions,
right place



Markdowns
What, when, where,
how deep



The Maths

The Business
(limitations,
restrictions)



Profimetrics manages your business based on rules and policies that enact your company strategy, minimising the constant updating of parameters and attributes. It intelligently manages products through their lifecycle, automatically applying the best policy. Simple, flexible and transparent workflows guide users through the decision-making process, alerting them to issues, providing recommendations and also allowing the simulation of what-if scenarios. Recommendations are fully transparent making it easy to understand how they were calculated and, if needed, to make adjustments in real time.

Price optimisation

Optimise price strategies and improve margins



Pricing

Our Pricing Lifecycle approach allows you to manage price, promotions and markdowns in one integrated environment. The Profimetrics solution combines science with your business rules to simulate, manage and optimise pricing and get to the right price, in every channel, every day – protecting your margins without destroying price perception.



Promotions

Without a structured approach, margins are easily eroded due to excessive promotions. With Profimetrics, we help you break the cycle of over-promotion by understanding its true effects. It helps you plan, simulate and measure all your promotions to choose the best offers, forecast accurate outcomes and negotiate better deals with suppliers.



Markdowns

Clearing inventory profitably can be an on-going challenge. Profimetrics helps you create markdowns that maximise sell-through and cash margin within a company-wide approval workflow. Our powerful optimisation engine can recommend the right discount for the right product, in the right channel, at the right time to meet your inventory and profit goals.

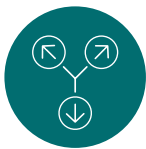
Stock optimisation

Improve product availability while reducing stock



Replenishment

Profimetrics provides a dynamic approach to managing stock that deals with the realities of modern multi-channel retailing. Using strategic stock policies (based on your stock profile and business goals, not parameters) along with your business rules, Profimetrics ensures the optimal replenishment methods and recommendations for each product in each location.



Allocations

Profimetrics makes allocation simple and flexible, with multiple methods to get the right amount of stock to the right place. Based on your business strategies and rules, it automatically recommends allocations, allowing you to improve client service levels while reducing waste, markdowns and transfer costs.

Profimetrics allows us to manage our prices in an efficient way. In addition to that, it has allowed us to be much more agile and flexible in reacting to market movements, rapidly transferring price changes to our clients.

Alberto Ojinaga,
CEO, Caprabo (Spain)

After careful selection we decided that Profimetrics would be the best option for Angeloni, not only because of the quality of the system but also the ease of adaptation and understanding of our needs.

Jose Augusto Fretta,
CEO, Angeloni (Brasil)



Our mission is to help retailers optimise their operations and excel in today's world of digitally-powered, customer-centric retailing.

- Retail industry specialists
- 65+ customers in ten countries
- 20+ years of retail pedigree
- Flexible solutions for Tier 1/2/3 retailers
- Growing international presence
- Team of retail, technology and business experts

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