

PRICING EXCELLENCE journey



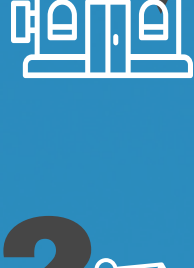
BlueYonder and DoubleBlaze, a BlueYonder implementation partner, explore how to achieve pricing excellence

WHERE WE ARE

spreadsheets



stores and online



where to start



ready for whats next



01

Achieving pricing excellence is no small task, first let's understand where we are.

My pricing process has outgrown the capabilities of my host merchandising system. I have spreadsheets all over the place to plug the holes.

I have to sell in stores, online, and through eTailerers and there are different systems for each of those. I can't keep it all straight.

I know I need to do something in pricing but I don't know where to start. I am sure it could be a competitive advantage.

I have a good foundation for execution and now I need to take pricing to the next level.

02

The rewards are significant when we achieve pricing excellence. Here are some concrete examples.

Reduce errors and time savings



Pricing errors leak profit. DoubleBlaze found a 5% error rate at one of their customers that caused millions of dollars of margin loss. At another customer, it regularly took 5 hours to change a price which translated to confusion for sales associates, frustration with back office personnel, and limited their ability to respond to competitive threats.

WHY DO SOMETHING

Maximize local opportunities



One size fits all pricing limits your pricing potential. A JDA customer was pricing at the corporate level and significantly increased their margin after optimizing prices at the local level.

Increase market and financial performance



Promotions drive traffic and increase basket size, but are they the right promotions? Bad promotions can destroy margins and good ones can drastically improve overall financial performance.

FOUNDATION



Price deployment velocity

A price execution platform allows for setting prices, resolving differences, viewing problem spots, and distributing prices either through batch or real time interfaces. All of this at retail scale to increase competitiveness and the ability to react to market threats.



Centrally managed with local flexibility

A price execution platform must allow for central management of prices and an approval process to ensure consistency across merchandising and marketing so all parties are aware of price changes.

03

Pricing excellence is a journey and the first step is a solid pricing execution foundation that enables efficient management and distribution of prices.



Distribute prices with confidence

Getting prices out with accuracy and confidence is critical. A price execution platform will reduce errors and streamline the process for price management using rules, better administration interfaces, and validation checks.



A pricing hub

A price execution platform operates as a pricing hub for distributing prices down to the POS, communicating prices to sales associates, sending prices to tagging systems, sending to the Internet, and back to the host merchandising system.

04

When we have a solid foundation, we can layer intelligence in to the price planning process and maximize our business goals

Strategic pricing



Day to day price planning should utilize competitive data, support merchandising and brand strategies through rules, and allow the administrator to view financial performance and the impact of those decisions. By implementing a better planning process for day to day pricing, you can expect to see a 2% to 5% improvement in margin.

INTELLIGENCE



improvement in margin with better day to day pricing

Promotions management and optimization

What is the goal of a promotional campaign? To attract new customers, increase shopping basket size, or increase basket size? A promotion planning platform should help you achieve these goals by allowing you to see the impact of campaigns, maximize your objectives, and view competing scenarios so you can make the best decision.



6% to 10%

improvement in margin by optimizing price to clear inventory

EXCELLENCE



DoubleBlaze can do an assessment by working with key stakeholders to identify the opportunity and what the priorities are.



Is my foundation solid? DoubleBlaze can catapult us to the next level with BlueYonder's lifecycle pricing solutions: Luminare Market Price, Promotion Management and Optimization and Luminare Clearance Pricing. DoubleBlaze can help us see results in as little as 3 months.



[Click here for more information about DoubleBlaze's approach to implementing JDA's pricing products.](#)

05

How can we achieve pricing excellence? Here are some steps to start the journey.



After an assessment, what next? Do we need help with price execution? BlueYonder Pricer is one of the best price execution systems in the market today and is used by leading retailers around the world. DoubleBlaze can get us up and running with their Quick Start implementation methodology in 3 months so we see immediate benefits.



[Click here for more information about BlueYonder's pricing solutions.](#)