

PRICING EXCELLENCE

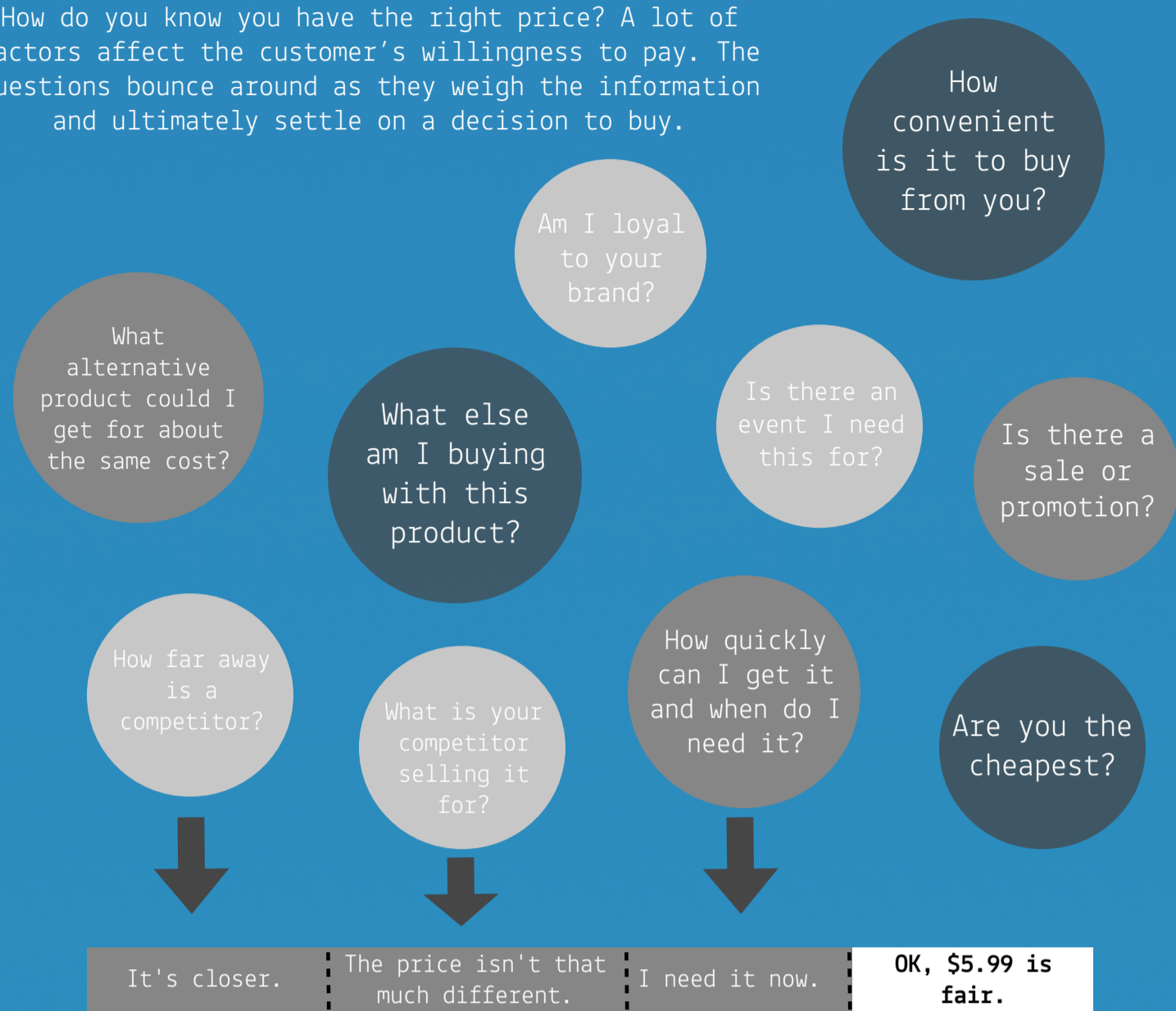
Could the right price increase your revenue 3%?



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

What is the right price?

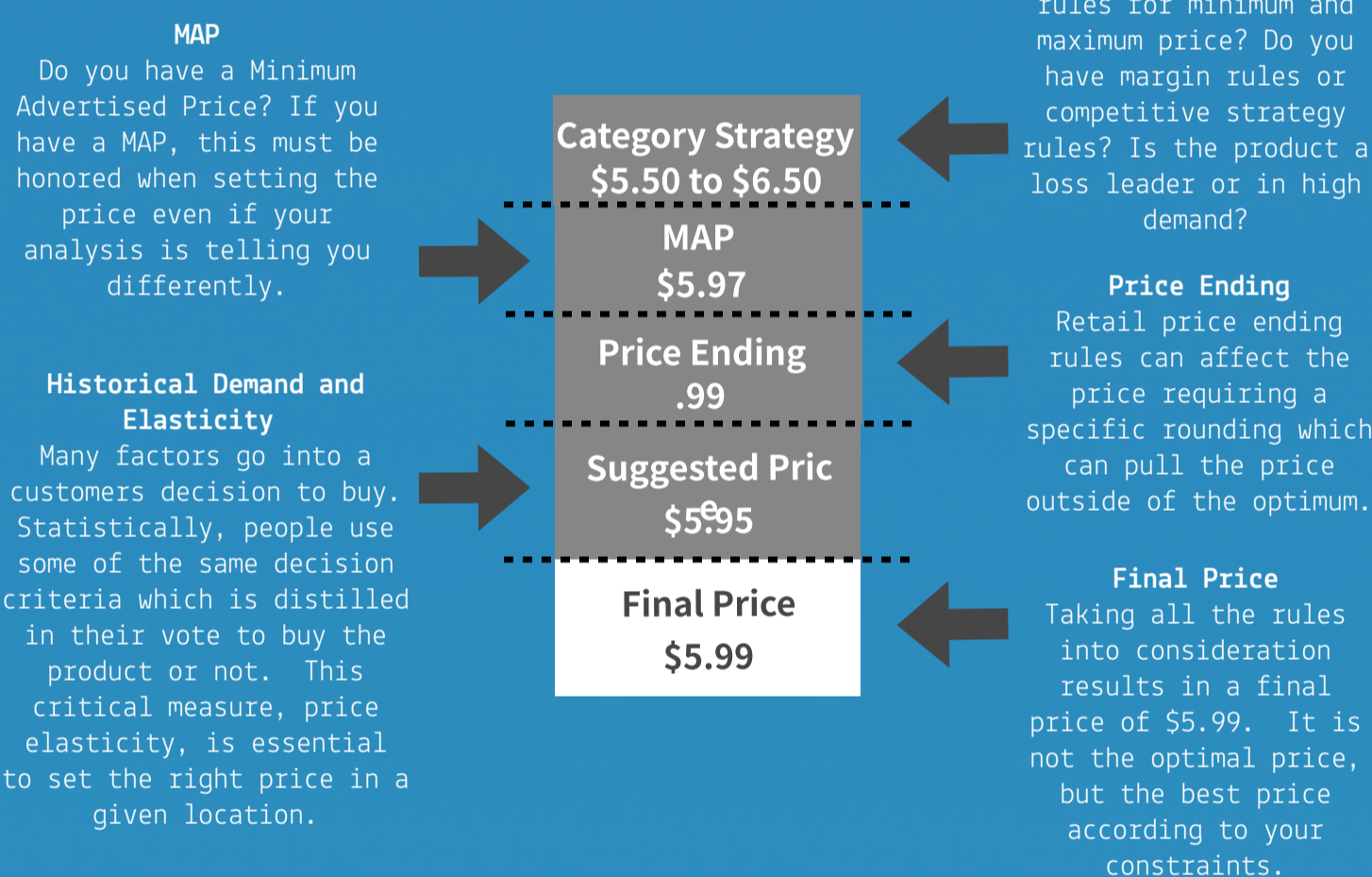
How do you know you have the right price? A lot of factors affect the customer's willingness to pay. The questions bounce around as they weigh the information and ultimately settle on a decision to buy.



Setting the right price.



One size fits all prices lose the nuance of an individual customer's decision, but individual pricing might be too granular. Rules, analysis and machine learning can help you set the right price at the right granularity to increase your revenue.



Monitoring your price.

Setting the price isn't the end of the job. You're still selling the product and the customer's decision criteria can change daily. Monitoring competitive prices, sales numbers, and events can lead to price changes that will help maintain your revenue goals.



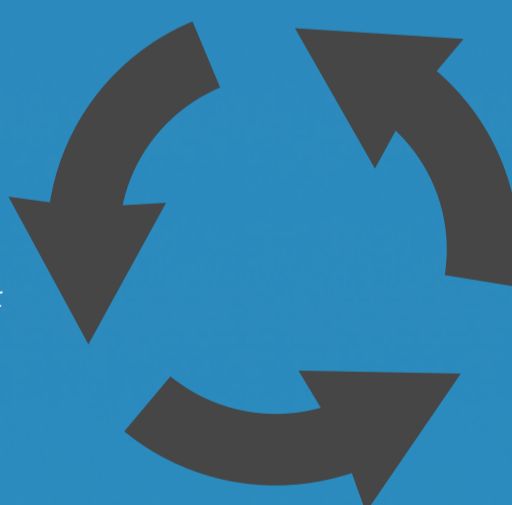
Automated Monitoring and Alerts

Day to day sales should be monitored automatically to verify your products are hitting their sales targets or other goals. If a product is in danger of missing a goal, you should be alerted so that an action can be taken.



Take Action on Problem Spots

You don't have enough people to micro manage prices at the store level. Utilizing automated systems that monitor against goals will allow you to more efficiently use your staff to focus on problem spots.



Adjust for Competitive Threats or Events

Local changes like a festival, sports event, weather, or competitor price changes can affect demand. Monitoring and proactively adjusting prices can help keep sales in line.



Achieve a 3% increase in revenue

Each step you take - using price elasticity to help set prices, local pricing, a better process, more visibility, and better monitoring will have a cumulative effect on your pricing. The more structured approach and incorporating intelligence can lead to a 3% increase in revenue.

EXCELLENCE



DoubleBlaze can do an assessment by working with key stakeholders to identify what the process improvements and opportunities are for better pricing.

Utilizing BlueYonder's pricing solutions, DoubleBlaze can put a process in place to help you set your prices and monitor performance yielding an increase in revenue.



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

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