Autonomous
Pricing

Leverage **AI-powered autonomous decisioning and recommendations** to save time on repetitive tasks so you can focus on strategic activities

Prioritize pricing decisions based on **effectiveness and impact**: We recommend, you decide

Execute smarter pricing decisions based on **unified** merchandising systems and a holistic view of shopper behavior

Collaborate and contribute to DemandTec's **open data science** with your insights and algorithm

Looking to execute smarter retail pricing strategies quickly and efficiently, and improve margins as a result? DemandTec's AI-powered Autonomous Pricing produces highly accurate demand forecasting, enabling you to maintain price perception while driving profitable revenue growth. Coupled with automated recommendations, you can deliver smart pricing decisions at the speed required to succeed in today's retail environment.

Key capabilities

Price optimization & recommendations: Optimize your pricing with AI-powered data science to achieve profitable revenue growth. Leverage proactive recommendations for fast evaluation and execution of these prices.

Rules-based pricing: Apply rules to define pricing boundaries per your business needs, ensuring the optimal pricing recommendations match your specific pricing strategy.

Real-time: Optimize and/or automate real-time price updates based on your strategy, goals, and changes in the market, across all channels or separately per channel.

KVI Insights: Obtain valuable insights and AI-based suggestions on KVIs and KVCs, through competitive analysis and demand prediction.

Autonomous approvals and recommendations: AI-powered autonomous decisioning increases your productivity across categories, channels, and geographies. Autonomy improves efficiency, enabling increased focus on goals and objectives, ensuring the highest efficiency, productivity and speed.

A Part of Unify by DemandTec

Autonomous Pricing is available as a standalone application or as part of Unify by DemandTec platform. The cloud-native platform unifies disparate data and fragmented merchandising systems to understand shopper behaviors holistically, driving actionable insights and prescriptive recommendations, resulting in profitable revenue growth.

Unify by DemandTec produces distinct advantages:

Unified, accurate pricing

Create AI-powered, unified merchandising strategies, optimized across the entire product lifecycle, including pricing, promotions, and markdowns - across in store and digital sales channels. With Unify by DemandTec, retailers gain a 360-degree view of shopper demand, leading to highly accurate forecasts spanning sales, volume, profit and price perception.

Open data science and AI

DemandTec's AI and data science is robust and fully transparent. No more black boxes: users have full visibility into the drivers behind the recommendations. Not only that, DemandTec enables retailers to add their own insights, algorithms, and modelling techniques, with open APIs. DemandTec's demand insights such as forecasting intelligence can also be exported to downstream systems.

To learn more, contact us.

DemandTec
by acoustic

A pioneering leader in retail pricing technology for decades, DemandTec is ushering in the new era of unified autonomous merchandising. With Unify by DemandTec— the industry's first — retailers can unite their data, systems, internal teams, and collaborate with suppliers to generate profitable revenue growth with the power of AI.

From food to fashion, DemandTec partners with more than 700 customers around the globe. Current and past retail partners include 7-Eleven, Acosta, Carrefour, Cencosud, Coop, Exito, Farmacias Cruz Azul, Lowe's, The Very Group, Tops Friendly Markets, and W.H. Smith, among others. To learn more, please visit us at **www.demandtec.com**

Autonomous Pricing | Autonomous Promotions | Autonomous Markdowns | Autonomous Collaboration